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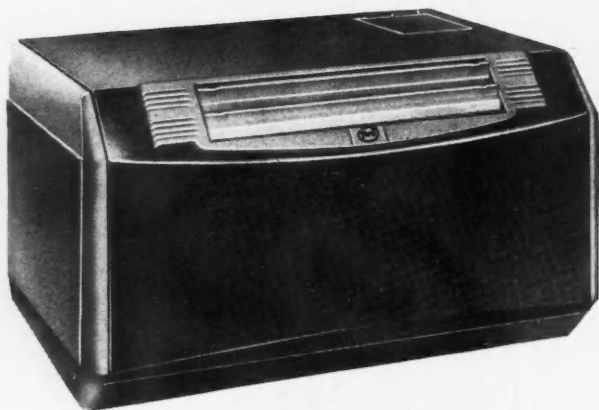
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Plats and maps of Texas counties adorned the walls of Murphy & Bolanz back in 1880 when the view above was photographed in a small frame building at 721 Main Street which housed the real estate firm at that time. The two founders, J. P. Murphy and Charles F. Bolanz, are shown with E. P. Wilmut, right, and two customers, standing. Dallas was then on its way to becoming a bustling city of 25,000 in 1885 and a center of Texas land development. The name of this pioneer real estate firm was later changed to Bolanz & Bolanz, which today has offices at 213 Browder Street and is under the management of Charles M. Bolanz.

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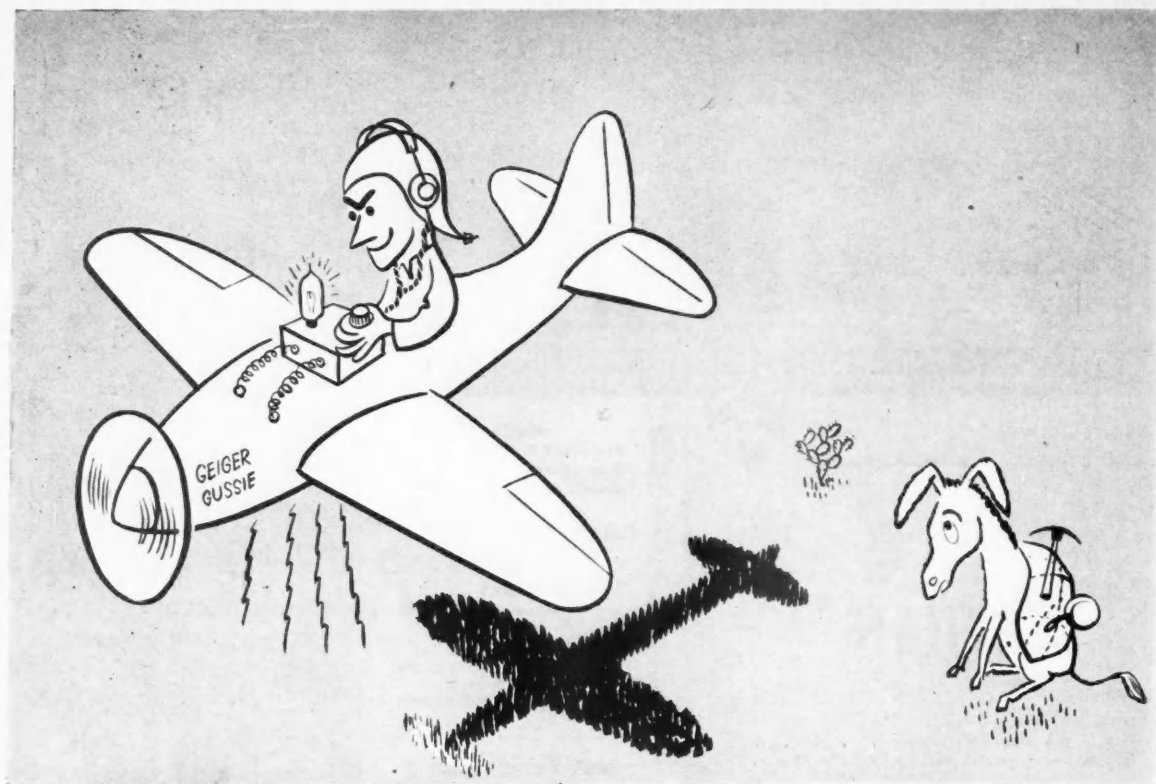
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# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Talk About the Weather

CONGRESS is sweating out another long session, and you can say that again, because the Weather Bureau officially announced, to the surprise of absolutely no one, that this July was the hottest July recorded in Washington in the past 14 years. And Washington heat means Washington humidity, too, which is another way of saying that Dallasites who bask in 100-degree weather back home have reason to be grateful for their comparative comfort. Anyway, it's too hot to talk about much of anything but the weather, so your perspiring correspondent will gladly forego any heavy treatment of political issues this month and simply devote a few paragraphs to what goes on—or comes off—in Washington this time of year.



DALE MILLER

Speaking of Congress, both Houses are conducting their labors in the close confinement of temporary quarters. The House and Senate chambers in the Capitol are being extensively remodeled, primarily to remove the unsightly steel framework supporting the old ceilings and to improve the appearance and acoustics. Consequently, on July 1 the Senate was required to move into the old Supreme Court room in the Capitol, which is so small that orating Senators can scarcely gesticulate without imperiling their colleagues; and the 435 members of the House have taken refuge in the Ways and Means Committee Room of the New House Office Building, which is correspondingly inadequate. Visitors are barred, of course, and only a fraction of the accredited newspaper correspondents can squeeze into the space assigned to them.

At the other end of Pennsylvania Avenue temporary quarters are also in vogue.

While the White House is being thoroughly restored, the President and his family are ensconced in Blair House, which is practically across the street. Blair House is customarily used to house visiting royalty or heads of foreign governments. It is quite a mansion on the inside, but to anyone from the great open spaces, where no house is a house without a yard, it seems rather unpretentious from the outside. It is one of those "attached" houses, with its walls flush against the walls of neighboring buildings. And by the way, you can live right next door to the President, for a price. The house next door is up for sale.

Congress and the President work in air-conditioned surroundings, of course, and a number of the major Government buildings are air-conditioned. Many others are not, however, especially the scores of so-called "temporary" buildings (there is an old saying around Washington that nothing is so permanent as a temporary Government building), and during the July heat wave thousands of Government employees in those steaming buildings were let off from work. Among them, appropriately enough, were the employees of the Weather Bureau.

Nightfall brings little relief, since the humidity frequently stays high; and, even so, it is a long time until nightfall. Washington is on daylight saving time, so it doesn't get dark until around 9 o'clock, and by that time most folks haven't enough energy to do anything but swelter at home and hope for a better day tomorrow. Daylight saving time is generally popular here, however, especially among the hardier souls who construe recreation to mean athletics; but it fouls up many visiting firemen like Texans who carefully compute their travel schedules in relation to the fast time, and then either miss the plane entirely or get to the airport a couple of hours early.

If you insist on being out of doors

during the evening hours, there are a number of favorite haunts which are stubbornly patronized despite the weather. The Shoreham Terrace, for example, is a fabulous showplace of Washington's social life, a sweeping terrace behind the elaborate Shoreham Hotel, where dining and dancing under the stars provide an agreeable evening. It is probably America's most cosmopolitan spot, with visitors from every State mingling with the Capital's heterogeneous foreign element. It affords a colorful spectacle, and not the least exotic sight each evening is provided by the Texans themselves, who promptly rise from their tables whenever "The Eyes of Texas" is played.

Most ball games in Washington are played at night, so there is always Griffith Stadium for a few thousand of the faithful. Even when the weather is not so hot, the brand of baseball is less so, but the perennial fans became accustomed long ago to the old wheeze about Washington's social life, a sweeping terrace and last in the American League. Occasionally, too, there are games of greater interest, such as the annual fracas between the Democrats and Republicans in Congress, which has to be seen to be believed. One Texas participant this year nearly had to be carried from the field, when he managed to get hit on the chin by a ball he had thrown himself.

Washington's counterpart of Dallas' Starlight Operettas are the Watergate Concerts, which, if not a haven from the heat, are at least a pleasant diversion for the musically inclined. The audience sits in tiers along the slope leading down behind the Lincoln Memorial to the Potomac, and the stage for the symphony orchestra is on a barge anchored in the river. No matter how impressive the concert, each evening nearly always ends on a note of unrehearsed comedy. Much of the audience consists of intrepid canoeists, who edge their scores of fragile crafts into a close formation around the symphony barge in the river, thus contributing to the picturesqueness of the occasion. But there are always a few die-hard patriots who insist on standing for the National Anthem, even when in a canoe, and what is likely to happen nearly invariably does.

One of Washington's most persistent methods to escape the heat is the same one used in other seasons to escape the cold. There is always the cocktail party, where one may cool off, or warm up as the case might be, and at the same time

(Continued on Page 42)





**THIS DISPLAY** of French-made woolen scarves and ties indicates the type of exhibits that will be presented at France's trade and travel exposition to be held in Dallas September 21-28.

**F**RANCE will come to Dallas next month with a bid for the rejuvenation of its export trade with the Dallas Southwest.

Entitled "France Comes to You" (*La France Vous Vient*), a spectacular French trade and travel exhibit will be presented September 21 to 28 in the Grand Ballroom of the Hotel Adolphus.

It is designed to show Dallasites that France is a nation of manufacturers and is desirous of stepping up the sales of its products throughout the Southwest, with Dallas as a major import center.

A display of selected products and transportation facilities of France, the "France Comes to You" exposition is called a working symbol of Franco-American business cooperation and friendship, which marks the revitalization of trade and travel between the two countries.

Henri Bonnet, French ambassador to the United States, is expected to come to Dallas for the ceremonies which will

## *La France Vous Vient*

**Dallas Will Be Host to French Trade and Travel Exposition at Hotel Adolphus September 21-28**

formally open the trade and travel display September 21. Mr. Bonnet is honorary president of the committee of sponsors for the exhibit. It is planned that the opening ceremonies be broadcast to Paris by the French Broadcasting System. Governor Allan Shivers of Texas and Mayor Wallace H. Savage of Dallas head the group of Dallas and Texas business, civic, and government dignitaries invited to participate in the opening program. Governor Shivers and Mayor Savage are honorary vice presidents of the sponsoring committee, along with Lionel Vasse, consul general of France for the Southern states, with headquarters at New Orleans.

President of the committee of sponsors is Guy de Bere, New York, president of the French Chamber of Commerce of the United States, which will bring the "France Comes to You" exposition to Dallas, with the assistance of the commercial counselor to the French embassy. Vice presidents of the sponsoring group are J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce, and Raymond Dreux, French commercial counselor in New York City. The committee's executive secretary is Roy Jenkins, manager of the Dallas Chamber's Foreign Trade Department.

Members of the committee include Nathan Adams, W. J. Brown, C. K. Bullard, Jerry Bywaters, Ted Dealey, E. DeGolyer, C. T. Ellis, Fred F. Florence, Dan Gabrysch, P. B. (Jack) Garrett, Max Glazer, Tom Gooch, Raymond F. Hall, Fred L. Haskett, D. A. Hulcy, C. A. Johnston, J. E. Jonsson, George R. Jordan, Arthur L. Kramer, Sr., Dr. Umphrey Lee, Austin Watson, D. Hodson Lewis, George L. MacGregor, Stanley Marcus, Ray Miller, S. I. Munger, Jr., DeWitt Ray, P. M. Rutherford, E. P. Simmons, J. C. Tenison, D. B. Thompson, R. L. Thornton, N. M. Williams, and Gordon S. Yeagan.

Plans now being completed for the trade and travel exposition call for such feature activities as fashion shows by Dallas department stores presenting French designs, radio round-table programs for the discussion of international trade, the showing of special French films at Dallas motion picture theaters, and French displays in the windows of Dallas stores.

The week of September 21 through September 28 has been designated as "France Comes to You" Week in Dallas in a proclamation issued by Mayor Savage. Pointing out that the "France Comes to You" exhibit will be the "focal point of French cultural and social activities in the Dallas area" and that it will give Dallasites the opportunity to "see that the traditional artistry and elegance of France are again available for the pleasure and the use of civilized peoples," Mayor Savage invited all Dallasites "to visit the displays of French arts and crafts and thereby strengthen the ties between the people of France and the people of Dallas."

A highlight of the week's program will be the award of a special French decoration—"Chevalier du Mérite Commercial"—to four of Dallas' business leaders. The recipients of the award will be W. J. Brown, president of Titcher-Goet-





**THIS MONTH'S COVER.** Many products bearing made-in-France labels are available in local stores, giving Dallas a definite role in the program of the rehabilitated French industries to increase their exports to America. To point up this link, Frank Brown has adapted for the August cover of DALLAS the theme poster for the "France Come to You" exposition to be held next month to show Dallasites that the French creative spirit did not perish from the ordeal of war and German occupation.

tinger Company; D. A. Hulcy, president of the Dallas Chamber of Commerce and the Lone Star Gas Company; Arthur L. Kramer, Sr., president of A. Harris & Company. The week's activities will also include a luncheon of the sponsoring committee.

More than 100 French manufacturers will display finished products and raw materials at the Dallas exposition, which will be open to the public from 10 a.m. to 10 p.m. daily with free admission.

The exhibit will include French automobiles, atomizers, books, canned foods, children's dresses, chinaware and ceramics, cosmetics, clocks, perfumes, crayons and pencils, crystal and glassware, electrical appliances, food preparations, gift wares, gloves, handkerchiefs, hosiery, interior decoration, jewelry, lace, lighting fixtures, machine tools, millinery, mineral water, musical instruments, pianos, photographic equipment, silverware, smoking accessories, sporting goods, table linens, textiles, woollens, yarns, toothpicks, wines, and liquors.

Travel exhibitors will include Air France, the French Line, the French National Railroads, and the French National Tourist Office. The French Telegraph & Cable Company and two Paris commission agents (Somico and Chambre Syndicale des Négociants Commissionnaires du Commerce Extérieur) will have exhibits. There will also be a display of North African products, sponsored by the Office of Cherifien de Contrôle et d'Exportation, Casablanca, Morocco, and a collective presentation by 15 of the famous French restaurants.

The French-made Renault car will be displayed by Regie Nationale des Usines Renault. The exhibit of chinaware and ceramics will include such names as Haviland, Dumont, and Luce. The display of French laces will be a collective presentation of 10 firms coordinated by the Federation Nationale des Dentelles of Tulle. Machine tools will be exhibited as a cooperative arrangement under sponsorship of the Association Française des Constructeurs de Machines-Outils of Paris.

The 17 exhibitors of champagne, cognac, and vermouth will include such names as Bolinger, Gauthier, Lanson, Mercier, Pommery & Greno, James Hennessy, Martell & Cie, E. Normandin & Cie, and Noilly-Prat. In the fashion, cosmetics, and related fields, displays will be presented by such well known French houses as Christian Dior, Jean Patou, Schiaparelli, Anny Blatt, Renee Patton, Comptoir de l'Industrie

Cotonniere, H. Dubois et Cie, Gerald Fortier, Gilbert Orcel, Maud et Nano, Suzy, Coty, Guerlain, Marquay, Molyneux, and Nina Ricci. The participants will include such other firms as Sterling (bicycles), Philippe & Canaud, Rodet, Saupiquet, and Promar (canned foods), Compagnie des Cristalleries de Baccarat and Max Ingrand (crystal and glassware), Kel-Air (giftware), S. A. Bagnés (lighting fixtures), Gaveau & Cie (pianos), Cartier (silverware and jewelry), Fritsch (sporting goods), and Porthault (table linens).

The Dallas exposition has been greatly expanded over similar shows presented last year in Boston, San Francisco, and Los Angeles. It has also been redesigned by Jean Carlu. After its introduction in Dallas, the new exposition will be presented in St. Louis and Chicago.

Visitors at the Dallas show will be able to sample the traditional qualities of French champagnes at the "France Comes to You" bar.



**FEATURES** of France's trade and travel show were outlined to J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce, right, above, by Maurice Charlois, commercial attaché in the New York office of the French embassy, during his Dallas visit recently to complete arrangements for the event. Work on arrangements was initiated earlier with the visit to Dallas of Roland d'Albis of New York, manager of the French Circulating Exhibitions, and Lionel Vasse of New Orleans, consul general of France for the Southern United States.



**DALLAS MERCHANTS** will cooperate with the "France Come to You" committee by having window displays during the show emphasizing French merchandise available in Dallas stores, including such exhibits as that pictured above of French-made dolls.

# Loretta Hawkins

By Mary Fletcher Cavender

**G**OLDEN praise has been given Mrs. Dallas Hawkins by one of her associates who said, "She thinks quietly and talks gently."

Arlington Frybarger added in the Dallas "Daily Times Herald:" "Her desk has been a parade ground in miniature for all the affairs of Southern Methodist University, on which the aspirations of an infant college, the struggles of a faculty to carry on through lean years, and the gradual climb upwards to a bright place in the Southern constellation of institutions have been laid."

Mrs. Hawkins is assistant to the president of Southern Methodist University. It would not suffice to say she assisted Dr. Umphrey Lee, for, as a matter of fact, she preceded Dr. Lee to the university. Her first position there was as secretary to Dr. C. C. Selecman, when he was university president. She recalled that Dr. Lee, who at that time was pastor of Highland Park Methodist Church, recommended her for the job.

"He had no idea in doing so that I'd be working with him one day," she smiled mischievously.

Mrs. Hawkins was Loretta Reilly before her marriage in 1916 to oilman Dallas E. Hawkins. As a girl in West Texas she began her career as secretary to a president—the president of the Winter (Texas) State Bank. When she entered the University of Texas to study home economics, she worked as a secretary in the State Banking Department, and later as secretary to Dr. George C. Butte, head of the oil and gas division of the Texas Railroad Commission and 1924 Republican nominee for governor at the time Jim Ferguson won. Her interest in literature and admiration for the scholarly teachings of Dr. David Clark of the English department at the



LORETTA HAWKINS

university caused her to change her major to English.

It was in Austin, incidentally, that Mrs. Hawkins first met Dr. Lee. The two families were neighbors when Mrs. Hawkins was in school and Dr. Lee was director of the Wesley Bible Chair at the University of Texas.

When the Hawkins first moved to Dallas, Mrs. Hawkins was secretary to the general counsel of the Federal Reserve Bank—E. B. Stroud. Dr. Selecman had difficulty in finding a secretary who could handle the vast amount of work that was coming to his office and he asked Dr. Lee to recommend someone. Dr. Lee suggested Mrs. Hawkins, and she transferred to the executive offices of S.M.U. in 1925.

During that first year, the executive office contained only the president and his secretary. Within a year, the work had increased so much that Mrs. Hawkins was given an assistant. Gradually as

the school has grown, the executive staff has also, so that today it includes two vice presidents, a university dean, a comptroller, three presidential assistants, and several secretaries and other personnel. Until 1946, although her duties were many and varied, Mrs. Hawkins was Dr. Lee's secretary. At that time the board of directors elected her to the position of assistant to the president, since she did work considerably more administrative than secretarial.

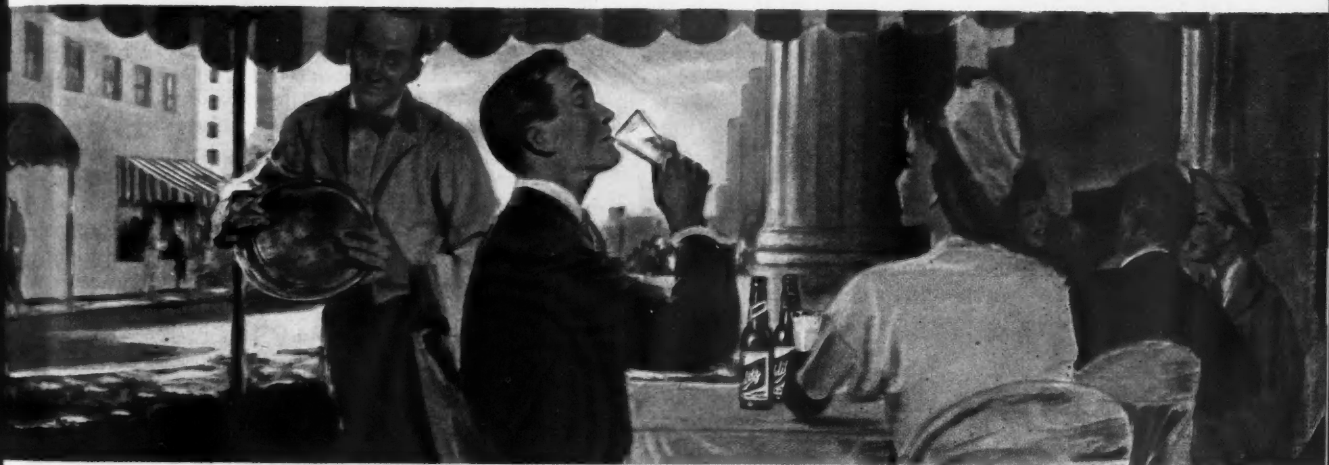
S.M.U. has grown even more than all of this would indicate. In 1939, when Dr. Lee became president, there were 1,800 students. Today, the combined enrollment of S.M.U. and its downtown division, Dallas College, exceeds 10,000 students. S.M.U. has more than 7,500 on its campus alone.

The physical plant of Southern Methodist University has grown step by step since Mrs. Hawkins has been there. First

(Continued on Page 42)



*"I was curious..."*



*"I tasted it..."*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*



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**S. H. LYNCH & CO., Wholesalers**





—Photographs by Squire Haskins.

**PRESENT PARTNERS** in the 45-year-old local insurance agency of Burton & Wilkin are C. R. Burton, left, above, and George E. Wilkin, right.

**W**HEN C. R. Burton, a successful auditor, found his desk work too confining, he looked around for a new field of employment to save his health. His ardent hope was that a selling job like insurance would do the trick.

One bright August morning he set up shop as a fire and casualty agent, without any knowledge of the business. With a tiny office at 297½ Main Street (where Field Street now intersects), he netted \$540 his first year.

This month, Mr. Burton's insurance agency—Burton & Wilkin—is observing its forty-fifth anniversary. It is Dallas' oldest agency in which the founder is still on the job counter-signing policies.

When Mr. Burton opened his agency August 1, 1904, he had the late C. F. Freeman as a partner and the agency was operated as Freeman & Burton. At that time, policies were being written in longhand. Automobile and workmen's compensation insurance were unknown. No form of comprehensive policy was being written. The major portion of the business was fire insurance, which yielded 15 per cent commission to agents. There were no rating bureaus, and frequent rating cutting to get a risk was a severe competitive hazard.

**OFFICE STAFF** of the Burton & Wilkin insurance agency includes Mrs. Jean Jordan, bookkeeper, left, below, and Miss Ethel Fondren, policywriter, right.



## Burton-Wilkin Agency Marking 45th Birthday

In the mid-'20's, Mr. Burton purchased the interest of Mr. Freeman and the agency became C. R. Burton & Company. In March, 1946, he acquired a new partner—George E. Wilkin—and the agency became Burton & Wilkin. Mr. Wilkin had become associated with the agency four years earlier. From its first meager Main Street quarters, the agency later moved to the old Juanita Building, which stood on the present site of the Dallas National Bank Building. When Gross R. Scruggs completed his new Insurance Building (now Southland Life Annex), the agency moved to the new structure. It has been there ever since.

The agency today represents 10 capital stock companies and through them writes more than 100 forms of fire, casualty, and allied lines of insurance. It has represented the Home Insurance Company or a member of its fleet for more than 40 years, the Phoenix of London Group for 28 years, and companies through the general agency of Trezevant & Cochran for more than 25 years. Mr. Burton was one of the founders of the Dallas Insurance Agents' Association, which he served for several years as a director.

A native of Dallas, Mr. Wilkin began his insurance career in 1923 as an agent for the old American Life Reinsurance Company. When the American was purchased by the Southland Life Insurance Company in 1929, he continued with the Southland and still holds a life underwriter's contract with that company. He entered the fire and casualty business as an associate of Mr. Burton in 1942.

Two other associates in the agency are A. L. Whaley and Norman Welsh. Formerly in the mercantile business in Wheatland, Texas, Mr. Whaley joined Mr. Burton 25 years ago. Mr. Welsh started his insurance career in the claim department of the Travelers Insurance Company in 1935. After Army service in World War II, he became special agent in 1944 for the Fidelity & Deposit Insurance Company, joined the Ray Shelton Insurance Agency in 1946, and became associated with Burton & Wilkin in 1948.

**SALES ASSOCIATES** in the local agency of Burton & Wilkin are Norman Welsh, pictured at left, below, and A. L. Whaley, right, 25-year veteran with the firm.





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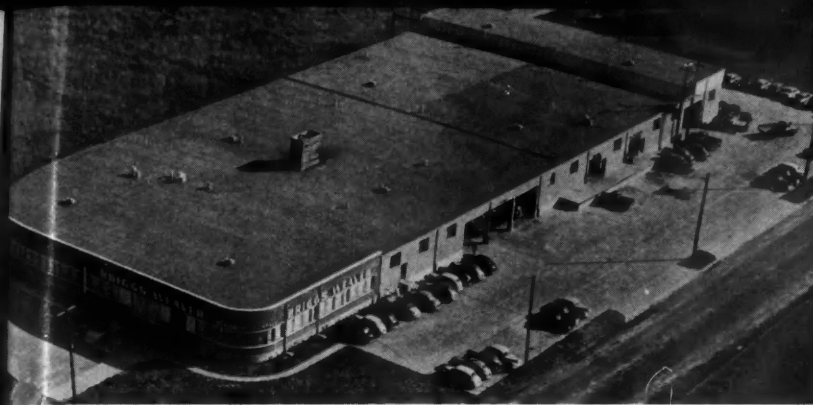
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**NEW, MODERN PLANT** of Briggs-Weaver Machinery Company, organized in 1896, is pictured at left in aerial photograph by Squire Haskins. Scenes below at the open house held for customers, suppliers, and manufacturers to formally open the new building last month show, left to right, photo at left, D. O. Tomlin, treasurer of Briggs-Weaver; and Mr. and Mrs. H. B. Wallace. In photo at right, left to right, are Peyton L. Townsend, president of the Metropolitan Building and Loan Association and a vice president of the Dallas Chamber of Commerce; Ashley DeWitt, vice president and general manager of Briggs-Weaver; Charles Eversole and George L. Dexter of the insurance agency of Chas. L. Dexter & Company; and Leslie E. Rice, Briggs-Weaver vice president in charge of Houston operations.

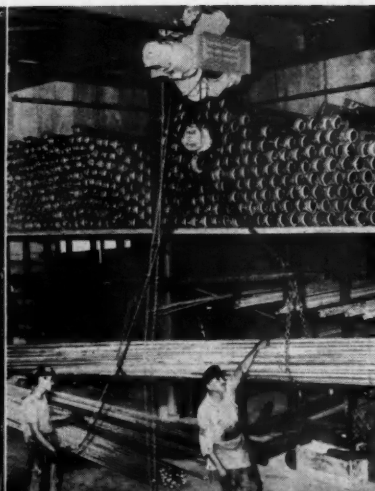
## Briggs-Weaver Moves To New \$500,000 Home

**B**RIGGS-WEAVER Machinery Company has occupied its modern, new, half-million-dollar home at 5000 Harry Hines Boulevard at the intersection of Amelia Street.

The new building is a compact, one-story structure designed for efficiency in the warehousing and distribution of industrial supplies, tools, and equipment (more than 26,000 items). Of steel, concrete, and masonry construction, it contains more than 61,000 square feet of floor space as against 45,000 square feet available in Briggs-Weaver's former location at 309 North Market Street. The total floor area includes 32,000 square feet of space for warehouse operations, 16,000 square feet for the pipe and steel shop, and 12,800 square feet for offices.

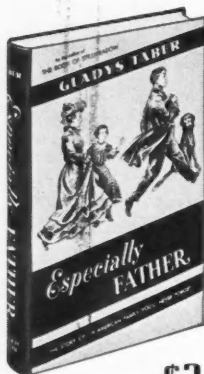
The general offices, equipped with year-round air conditioning, are finished in pastel shades of blue-green, are fluorescent lighted, and have desks of grey steel. A traveling overhead crane runs the entire width of the building, from a Missouri-Kansas-Texas Railroad spur to truck-loading dock, to facilitate the handling of heavy steel stock.

**SERVICE DIVISIONS** at new home of Briggs-Weaver Machinery Company include the pipe shop, below, left, where Sam E. Meyers, head of this section, is shown at right operating a pipe-threading machine. Mr. Meyers has been a Briggs-Weaver employee for 36 years. At left is J. C. Cook, who joined the firm three years ago. Center photo, below, shows the pipe and steel racks in the warehouse. Pictured operating the traveling overhead crane which runs the full length of the building are Augustine Garcia, left, and Santiago Romero, right. Shown at right, below, are Briggs-Weaver's shipping facilities and some of the company's fleet of delivery and service trucks, operated for routine or emergency service. Pictured at right at the open house are, left to right, photo at left, A. W. Waddill, vice president, Houston Oil Field Material Company; J. D. Lively, purchasing agent, Gulf Oil Corporation, Fort Worth; and E. J. Pfanz, sales manager of Briggs-Weaver; and, photo at right, Bob Kinderdine, president, C. F. Adams & Company, Fort Worth, and M. E. Robertson, Briggs-Weaver purchasing agent.



If you want to read  
for sheer entertainment  
Read...

## Especially FATHER

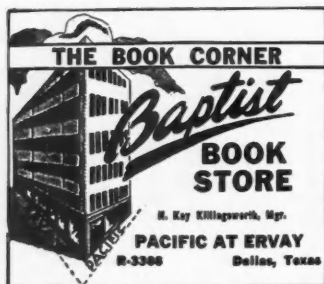


\$3

The story of an American  
family you'll never forget.

By  
Gladys Taber

*You'll find it at . . .*



### Especially Father

By Gladys Taber. Published by Macrae Smith. 253 pages. \$3.

**G**LADYS TABER, author of "The Book of Stillmeadow," has chosen for her latest book her own family chronicle of the days gone by and the typical American family in the period when the electric chandelier was just coming into its own.

Mainly, this is the story of the trials and triumphs of the author's father, a salty geology professor who had an unbounding energy and who kept Gladys and her mother going at full speed most of the time—Father, who was constantly upsetting the quiet summer colony; Father who was always causing a disturbance on the campus by making small disputes become major issues; Father, who left his little family stranded in San Antonio while he went south of the border looking for gold.

Truly, this is the story of the lovable, "old," absent-minded professor who ruled his family and students with a gruff voice but gentle heart. He would have greatly resented being called "old," for he was always younger than any of his students, many of whom had to give up his class because of the strenuous field trips. Father was definitely the outdoor type, who lived his full life with all the energy he could muster. Everything he tackled, he did with perfection, including building a concrete landing for his rowboat, which would have been secure enough for a good-size boat. He even tried making a sand beach at his summer camp by hauling boat loads of sand, and could never be convinced that it would not work. He simply had no use for weaklings, and it was amazing how he lived to a ripe old age with no broken bones except one misfortune when he fell off the roof and broke his heel.

We see Father through Gladys, his only living child, who always managed to get an extra quarter added to her allowance anytime there was a family argument. All she had to say was, "Father, may I have a quarter," and without thinking, Father handed it over.

Now, Mother was the quiet dignified type who loved to dress up and entertain the ladies at tea. She never got used to Father coming bounding in looking like a rag man. His attire at the summer colony usually consisted of a bathing suit topped with an old shirt for decency's sake, an old straw hat, and his wading shoes. And, he was just as likely to wear one shoe of one kind and one of another as not. Anytime he went out in polite society, he always had to be thoroughly inspected, and even then, the knees were always baggy.

It was really amazing how Father got away with it, and still maintained the respect and love of all who knew him. He just belonged to that golden era when men had an opinion and stuck to it regardless of the outcome. If he felt a thing was right, there was no compromise.

Gladys Taber has written a charming story of her family with more laughter than tears of the days that are gone. She wrote the story because she wanted those days remembered when the American family was a tight unit, and when people lived closer together. And, too, she wanted all the aunts and uncles remembered who were such positive characters, who lived their lives with an abundant share of self-confidence, and who made their way by sheer determination. All this part of this typically American family she wanted remembered, especially Father.—Jerry Porter.

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KATY FLYER		
Lv. Dallas Union Station		7:45 am
Lv. Highland Park		7:56 am
TEXAS SPECIAL		
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Lv. Highland Park		6:58 pm
THE BLUEBONNET		
Lv. Dallas Union Station		9:20 pm
Lv. Highland Park		9:30 pm

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## *Accident Prevention* *benefits both the* **EMPLOYER and WORKER**

### **COMPLETE SERVICE**

The Texas Employers' Insurance Association maintains facilities whereby employers of labor in Texas can secure complete and highly specialized Workmen's Compensation Insurance Service, including:

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- Proved financial responsibility.
- Qualified rating and underwriting "know-how."
- Prompt handling of claims.
- Texas' largest insurance safety engineering organization.
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More than a third of a century's specialization in Workmen's Compensation Insurance has convinced the Texas Employers' Insurance Association that it costs much less to prevent an industrial accident than to restore an injured worker to his job. That's why the Association has put so much stress on safety engineering. That's why the Association maintains the largest insurance safety engineering organization in Texas.

The Association's safety engineers have helped many Texas business and industrial firms reduce accident frequency and severity and thereby reduce insurance costs by: (1) Analyzing and reporting on accident causes, (2) Recommending the elimination of or guarding against job hazards, (3) Teaching safety on the job, (4) Advising with employers, and numerous other activities which have to do with preventing on-the-job accidents.

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GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND • PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS  
HOMER E. MITCHELL, Chairman of the Board      A. F. ALLEN, President





**Marine Generals Honored.** In Dallas last month to get a first-hand look at Southwestern recruiting, the present and immediate past directors of public information and recruiting for the United States Marine Corps—Brig. General Clayton C. Jerome and Brig. General John T. Selden—were honored at a luncheon in the Hotel Adolphus' Century Room given by the Military Affairs Committee of the Dallas Chamber of Commerce. General Jerome, right, photo at left, who this month succeeded General Selden as Marine Corps public information and recruiting chief, is pictured being presented with a miniature replica of a Corsair fighter plane by John J. Hospers, sales manager for Chance Vought Aircraft Division, as a symbol of their 20-year friendship. Shown behind Mr. Hospers is Lt. Colonel J. B. Miles, executive officer in the



Marine Corps Southern division recruiting office at Dallas, and, at center, Captain L. R. Cloern, Marine Corps district headquarters at Dallas.

In photo at right, Mark Hannon, center, manager of the manufacturers' and wholesalers' department of the Dallas Chamber of Commerce and secretary of the Military Affairs Committee, is pictured receiving from General Selden, left, a plaque signed by General Clifton B. Cates, commanding general of the Marine Corps, and expressing appreciation to Mr. Hannon for his service in behalf of the Marine Corps. At right is Colonel Francis H. Brink, the Marine Corps' commanding officer at Dallas. General Selden has been assigned to Camp Lejeune, N. C., as chief of staff.

**Republic Expansion.** Enlarged quarters for the time credit and trust departments of the Republic National Bank have been provided on the third floor because of a growing volume of business. The area on the second floor formerly occupied by the trust department is now being used by the audit, personnel, and general

books departments, permitting an expansion of space for the credit and oil departments in these old locations. It is planned that the space in the first-floor annex formerly occupied by the time credit department will be used for an expansion of the savings department and additional commercial tellers' windows.

**Cheese Mart Opened.** A new Dallas business is The Cheese Mart, 5717A West Lovers Lane, whose principal item is cheese of all kinds, both domestic and imported. Carroll C. Mills, owner, has announced that it is his intention to stock every type of cheese that is exported to America, along with domestic cheese. In addition to cheese, the firm also sells various cocktail party items. Previous to the establishment of The Cheese Mart, Mr. Mills was active in the food brokerage business in South Dakota for 14 years.

MRS. POLLY PANDERS has formed Parties Galore, Inc., 3504 Mockingbird Lane, to provide a complete service for parties for all ages.

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—Photographs by Squire Hoskins

## Army Engineers Honored At Dallas Chamber Dinner

**T**WO Army engineers who have worked to develop the Southwest's waterways and have now completed their tour of duty with the Corps of Engineers in this region received the applause of businessmen and civic leaders of Dallas and other Southwestern cities at a dinner last month in the Hotel Adolphus' Palm Garden, sponsored by the Dallas Chamber of Commerce and the Texas Water Conservation Association.

The guests of honor were Brig. General Henry Hutchings, Jr., who has retired as Southwest division engineer at Dallas, and Colonel Bernard L. Robinson, formerly Galveston district engineer, who has been assigned to Atlanta, Ga., as South Atlantic division engineer.

Guy C. Jackson of Anahuac, president of the Texas Water Conservation Association, who paid tribute to the two engineers for their service to conserve the Southwest's natural resources, is pictured at right, center photo, presenting a gold wrist watch to General Hutchings, who has now opened an office in the Praetorian Building as a new member of the executive staff of the Trinity Improvement Association. He served the Corps of Engineers for 41 years.

Shown left to right at the speakers' table, photo at left, are John M. Fouts,

general manager, Trinity Improvement Association; Colonel Robinson, who was presented with a three-piece luggage set; John W. Fullbright of Beaumont, president of the Gulf Intracoastal Canal Association; Lt. Colonel Ellsworth I. Davis, who has succeeded Colonel Robinson as Galveston district engineer; Web Maddox, president of the Fort Worth Chamber of Commerce; and Mayor Wallace Savage of Dallas. In photo at right, left to right, are pictured Colonel F. M. Albrecht, Fort Sam Houston; J. W. Hammett, Regional Soil Conservation Office, Fort Worth; D. A. Hulcy, president of the Dallas Chamber; and Colonel Louis

W. Prentiss, who has succeeded General Hutchings as Southwest division engineer at Dallas. John W. Carpenter, president of the Trinity Improvement Association and chairman of the Dallas Chamber's Trinity River Development Committee, presided.

Mr. Carpenter pointed to the Trinity River improvement program as one of the greatest demonstrations of getting results by cooperation.

"Here's an example of Fort Worth and Dallas putting their shoulders to the wheel together along with all cities on the river," he said. "That's the way to get results—by cooperation. Through the development of the Trinity River, we are building the foundation for one of the greatest industrial districts in the world."



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ALWAYS HAS THE  
TIME to KNOW  
YOU

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CORPORATION

OF DALLAS

*Growing  
with TEXAS  
FOR 20 YEARS*

**Great National  
Life**

**DALLAS**

S. J. Hay, President

# IN DALLAS *Last Month*



**Appointed by W. A. Green.** Mrs. Barbara Day, left, has been named manager and buyer of the millinery department of W. A. Green Company and Mrs. Ada Marshall, right, has become cosmetics buyer for the department store. Mrs. Day

was formerly with Fisher's at Tacoma, Wash., and before that was associated with Auerbach in Salt Lake City and Hennesay's in Butte, Mont. Mrs. Marshall previously represented Antoine Cosmetics at Neiman-Marcus Company and also formerly handled the Richard Hudnut line for Emery Bird Thayer in Kansas City.

ROY C. COFFEE, attorney, has been named to the board of commissioners of University Park, succeeding HAROLD W. McCRACKEN, who resigned to become a Dallas County assistant district attorney.

GEORGE HANDWORK, formerly superintendent of the radio shop of Atlantic Aviation, Teterboro, N. J., has become superintendent of the expanded radio shop of Southwest Airmotive Company, Love Field.

LECHE & LECHE, advertising agency, has moved to 1002 Mercantile Bank Building.



**New Division Manager.** J. C. Webb has been named branch and division manager at Dallas for Sherwin-Williams Company, succeeding R. E. Sprinkel, who has been made manager of dealer sales in the company's home office, Cleveland. With Sherwin-Williams for 15 years, Mr. Webb was formerly El Paso manager.

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AND TERMINAL COMPANY



**Nash Zone Manager.** H. S. Baker has been advanced from assistant zone manager to zone manager at Dallas for the Nash Motors Division of the Nash-Kelvinator Corporation. Mr. Baker, who joined Nash in 1944 as a district manager, has succeeded R. L. Alexander, who resigned to become a Nash dealer at Beaumont.



**Elected Actuary.** Dean Wall, who has had more than 20 years of experience in actuarial work, has joined the United Fidelity Life Insurance Company of Dallas as actuary. He was formerly a member of the actuarial staff of the General American Life Insurance Company of St. Louis and is a graduate of Washington University.



**General Superintendent.** L. G. Jessup, who has been a service engineer for 23 years in the nonferrous metal industry, has become general superintendent for Trinity Brass & Copper Company, 3125 Ross Avenue. Mr. Jessup was formerly associated at Chicago with the Federated Metals Division of the American Smelting & Refining Works.

TOM BYRNE and TOM PAYNE, both formerly with the Texcrete Company, have formed the firm of Byrne and Payne, factory representatives for J. S. Thorn Company and Alumidor Corporation, with headquarters at 2603 Fairmount Street.

DOUGLAS N. WILLIAMS, who joined the Falcon Corporation of Grand Prairie, Dallas County, last March as sales manager, has been elected vice president.

ERWIN J. REEVES of Dallas has been reelected to his third term as president of the Soaring Society of America.

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RICHARD ENGLANDER has been reelected president of Dallas Millinery Industries. Other renamed officers are FLETCHER D. ASBURY, vice president; and SAM BERGER, secretary-treasurer.

CHARLES O. SHIELDS has been elected president of the Dallas Junior Bar Association. Other officers are TOM REAVLEY, first vice president; DAVID A. WITZ, second vice president; and WILLIAM V. COUNTS, secretary-treasurer.

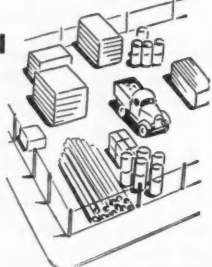
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**New Exchange Club Presidents.** Newly elected officers of the four Exchange Clubs in metropolitan Dallas who took office last month to serve for the last half of 1949 include, left to right, Presidents George P. Coker, North Dallas-Park Cities; Dr. Peter A. Schurba, East Dallas; George E. Christensen, Dallas (downtown); and James B. Capehart, Oak Cliff. Other officers of the four clubs include: North Dallas-Park Cities, G. Mallory Collins, vice president; Robert D. White, secretary; and Gene C. Goodman, treasurer; East Dallas, J. Alton Oaks, vice president; Herschel G. Brown, secretary; and Jack A. Mays, treasurer; Oak Cliff, Jack Poole, vice president; Harold W. Wright, secretary; and E. B. Wilkinson, treasurer; and Dallas, Roy O. Carter, vice president; and Hugh A. Arthurs, secretary-treasurer.

WALTON M. DALLAS, who has served in the aircraft industry for more than 20 years, has disposed of his interest in the Aircraftsman Company at Inglewood, Calif., to join the Texas Engineering & Manufacturing Company of Dallas as a staff assistant.

BILL JOHNSON, formerly special agent for the American Insurance Group, has joined the general insurance partnership of J. W. Jones and J. DuVal West, which will be operated as Jones, West and Johnson, with offices in the Kirby Building.

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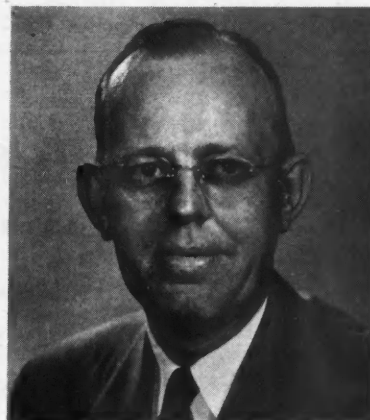




**Interior Decorator.** Fred E. Tausch has joined the Hughes Drapery Shop, 2201 Cedar Springs Avenue, as director of the firm's new interior decoration department, which will be concerned primarily with commercial decoration. For the last 12 years, Mr. Hughes has been in charge of the interior decoration department of Joske's, San Antonio department store.



**Heads Electrical Group.** Henry Gable, owner of Gable Electric Service, is the new president of the Northeast Texas Chapter of the National Electrical Contractors' Association, succeeding Roy P. Gay. Percy L. Porter of Busby & Porter has been elected vice president and Ernest Butcher of Butcher Electrical Service has been named to the chapter's board of directors.



**Promoted by Magnolia.** W. M. Buschhorn, who joined the Magnolia Petroleum Company in 1937 as a salesman at Clinton, Okla., has been advanced to assistant district manager in charge of operations for the Dallas district. Mr. Buschhorn, who has also served Magnolia at Tulsa and Oklahoma City, became special representative at Dallas last January.

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All Kinds
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Business and Residential

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AL HARTING, public relations director for Southwest Airmotive Company, has been elected a national director of the Air Force Association.



*His Honor, the Owl, Sez: "Dog  
is man's best friend . . . and prosperity is  
the child of good planning and hard work!"*



A wise father's first  
concern is protection  
of his loved ones.

Then he looks to his own  
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inch, 4-inch. Yellow Pine, Oak, Gum,  
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**Securities Broker.** C. Alfred Bailey, who has been a vice president of Dittmar & Company since 1946 when he re-opened the firm's Dallas office after service in the Army Air Forces, has established Bailey and Company, securities brokerage firm with offices in the Wilson Building. Mr. Bailey began his career in investment banking and securities dealing 20 years ago with Halsey, Stuart & Company in Chicago. Associated with him in his new firm are James S. Cleaver, sales representative, and Mrs. Evelyn Goad, who is cashier.



**Advertising Director.** Sydney H. Carter, a former engineering editor of "American Aviation" and most recently advertising and sales promotion manager at Luscombe Aircraft Corporation, has been appointed advertising and sales promotion director for Texas Engineering and Manufacturing Company. Mr. Carter also formerly served with the public relations department of Newell-Emmett Advertising Company in New York and Glenn L. Martin Aircraft Company in Baltimore and was founder and editor of the "Aviation Market Newsletter" published by "Southern Flight" magazine of Dallas.



**New Owners of Preferred Life.** All outstanding stock of the Preferred Life Insurance Company of Dallas has been purchased from Frank Kutz by, left to right, Alto B. Cervin, Largent Parks, and Henry R. Lyon. Mr. Parks, formerly president of the Dallas Coffin Company, has become president and chairman of the board of the Preferred Life, organized in 1947 by Mr. Kutz. Mr. Cervin, a Dallas attorney for 18 years, is vice president and general counsel of the insurance company. Mr. Lyon, who heads the accounting firm of Henry R. Lyon & Company, is secretary-treasurer. Preferred Life has moved its home office from the Republic Bank Building to temporary quarters at 2214 Cedar Springs Avenue and plans to build permanent offices later.

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DALLAS



**Division Manager.** R. L. Howe is division manager in charge of the new Dallas office opened at 121 Payne Street in the Trinity Industrial District by the Doughnut Corporation of America, New York. The new branch, serving Texas, Louisiana, and Oklahoma, has been moved to Dallas from Houston and occupies about 4,000 square feet of space in a structure built by I. Kaplan and leased to the Doughnut Corporation, which sells wholesale all types of fully prepared mixes as well as baking machines.

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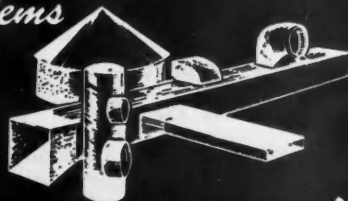
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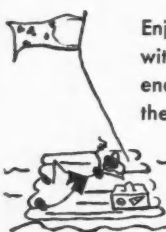
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low stopovers and cancellations.  
Call the General Travel Company  
for service at no extra charge. All  
business travel is "Top Secret"  
with us.

## or a Cruise On the Caribbean



Enjoy your vacation  
without the worry of  
endless details...call  
the General Travel  
Company and  
take red tape  
out of traveling.

They will arrange  
tours and cruises to suit your de-  
sires and convenience, whether you  
plan on an ocean cruise or a week  
at your favorite dude ranch.

**your travel will be  
smoother when you  
let us handle the details!**

Call us for folders, rates, and infor-  
mation. We are authorized agents  
for all air and steamship lines.

**NO SERVICE CHARGE**

Now! Two Conveniently  
located offices—  
108 S. Field

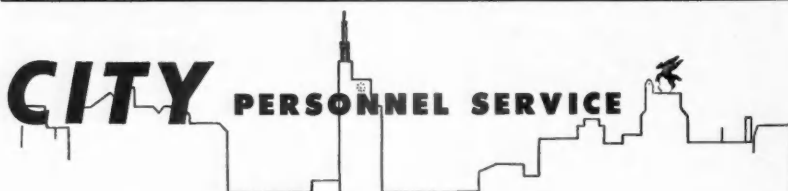
3rd Floor in the  
First Nat'l Bank  
Riverside-1772



**GENERAL TRAVEL CO.**



**International Trading Partners.** Joseph J. Rosenthal, left, formerly sales man-  
ager for Harrison Steel Cabinet Company of Chicago, has become a partner with  
Clyde Berry, right, in the International Trading Syndicate, 610 Mercantile Bank  
Building. Mr. Berry was previously sole owner of the Dallas company, which is dis-  
tributor of steel kitchens, plumbing, and building supplies. A native of Chicago, Mr.  
Rosenthal was active in the insurance business in Fort Wayne, Ind., for 15 years  
before he joined the Harrison firm.



**professional, technical, office, sales**

EDITH L. SEWELL, Co-Owner, Manager • JAMES F. GUMP, Co-Owner, Business Manager

Operating in Texas exclusively,  
Southwestern Life is big enough for  
strength, old enough for experience,  
young enough for progress, and near  
enough to serve you.

**Southwestern Life**  
*Insurance Company*

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS



**Transferred to Dallas.** James B. Anderson has been moved to Dallas as manager of the Southwestern regional sales office of North American Van Lines, Inc., which is a part of North American's warehouse-office facilities at 2639 Elm Street. Mr. Anderson was formerly manager of the company's Detroit office.



**Named Sales Manager.** Robert D. Merrill, Jr., has been appointed sales manager of the Dallas branch of the Oliver Corporation of St. Louis, farm implement manufacturer. Mr. Merrill, who joined the company in 1938, has been an Oliver blockman in the Rio Grande Valley territory.



**Sales Manager.** Douglas J. Miller has been appointed sales manager at Dallas for the Gulf Division for the Jos. Schlitz Brewing Company, succeeding Harvey G. Smith, resigned. Mr. Miller, a graduate of Dartmouth University and a former naval officer, joined the Schlitz firm at its home office in Milwaukee.



**Heads Mortgage Bankers.** Herman Van Maanen, assistant secretary and mortgage loan manager for the Reserve Loan Life Insurance Company, has been named president of the Dallas Mortgage Bankers' Association. Oaks T. Turner has been elected vice president and J. Herman Little has been continued as secretary.

Six new directors of the Lakewood State Bank are TYREE BELL, JR., president of Austin Road Company; JACK W. EVANS, owner of the Lakewood Food Mart; MAURICE W. LEVY, owner of the Levy Plumbing Company; OWEN M. MURRAY, partner in Murray Investment Company; J. C. OLIVER, owner of J. C. Oliver Variety Store; and MAYOR WALLACE H. SAVAGE of Dallas, attorney.

DALLAS • AUGUST, 1949

## HERMAN BLUM

ENGINEER

CONSULTANT

2812 FAIRMOUNT STREET, DALLAS 4

CENTRAL 6931

designed for modern living . . .



IDEAL Sliding Doors provide more usable floor space and more convenience in placing furniture. Actual floor space can be reduced without sacrificing usable space, thus reducing total construction costs. Ask your Building Material Dealer for full details.

*Ideal*

... the answer to efficient, economical home planning

## SLIDING DOORS

Here, indeed, is the perfect and practical solution to your problem of putting every square inch of floor space to work in that new home—and effecting a big saving in over-all construction cost besides!



**IDEAL COMPANY**  
WACO, TEXAS

# CLOUD

## Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems  
by calling . . .

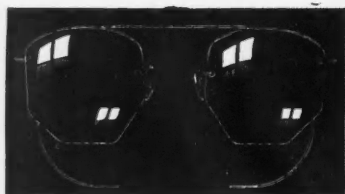
### P7-4821

We have Executives, Office, Sales,  
and Technical help of all kinds.

Your use of our interviewing  
room is invited.

MRS. NELL B. CLOUD, *Manager*

**Liberty Bank Building**  
**DALLAS 1, TEXAS**  
No Cost to the Employer



## EYE GLASSES

All complete  
for as low  
as . . . . . **\$6<sup>95</sup>**

1927 Main Street Store  
OPEN SUNDAYS TILL 1 P.M.

# MAIN

## OPTICAL CO.

1927 Main Street  
2002 Greenville Avenue



**Edits "Home Builder."** Michael M. Michelow, who served for three years as business manager of "This Month in Dallas," has become editor and publisher of the "Dallas Home Builder," official magazine of the Home Builders' Association of Dallas. Previous to his service in the Fifth Air Force in the South Pacific during World War II, Mr. Michelow was associate director of public relations for the Dallas County Community Chest. He will also handle publication of the annual buyers' guide of the Home Builders' Association.

**WOODROW M. YAMINI**, formerly district traffic manager at Dallas for the Delta Air Lines, and later with the Major Distributing Company, has become special agent in the Dallas agency of the Prudential Insurance Company.

Formerly branch manager at Birmingham, Ala., E. J. RYAN has been transferred to Dallas as North Texas branch manager for Encyclopaedia Britannica, Inc., with offices in the Reserve Loan Life Building.



**New Advertising Manager.** C. K. Foslien, who has been art director in the Dallas office of Grant Advertising for the last two years, has joined the Dearborn Stove Company of Dallas as advertising and sales promotion manager. Mr. Foslien, who also previously served advertising agencies in Minneapolis and St. Paul and was advertising manager for Telex, Inc., the Insulite Company, and Sears Roebuck & Company, all at Minneapolis, has succeeded Ray Thacker, who has been assigned to a sales territory for Dearborn.

A. F. MOODY, who has been area operations supervisor for the Western Union Telegraph Company, has been advanced to assistant general manager of the Gulf division, with headquarters at Dallas.

DR. ROBERT E. MORGAN of Dallas has been elected head of the Osteopathic War Veterans' Association and to a three-year term on the board of trustees of the American Osteopathic Association.

## DALLAS EXTERMINATING COMPANY

*Complete Pest Control Service*

**CENTRAL 5796**

"Good service gets business — Better service keeps it."

# Adleta

**SHOW CASE AND FIXTURE  
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS

DESIGNERS & MANUFACTURERS  
OF STORE AND BANK INTERIORS





**Named Headmaster.** Robert Holt Iglehart has become headmaster at the Texas Country Day School, 10600 Preston Road, succeeding Kenneth Bouve, who had served as headmaster from the school's inception in 1933. Mr. Iglehart was formerly headmaster of Lancaster Country Day School, Lancaster, Pa. He previously was a member of the faculty at the Governor Dummer Academy and the Groton School before four years of Navy duty.



**Regional Manager.** Claude B. Nichols, who entered the automobile business in 1919 as a dealer and joined the Chrysler Corporation as district manager for the Chrysler Division at Kansas City in 1935, has returned to Texas as manager of the Dallas region for Chrysler, succeeding Arthur J. Wilson, who resigned. Mr. Nichols served from 1944 to 1947 as manager of the El Paso region and has since been regional manager at Atlanta, Ga.



**Joins Taylor Staff.** Roy P. Cookston, formerly a member of the advertising staff of DALLAS, has become associated with the Taylor Publishing Company to handle sales for the firm's newly established commercial printing department. Previous to joining DALLAS last October, Mr. Cookston served in the directory advertising department of the Southern Bell Telephone Company at New Orleans.



**Elected Vice President.** Charles E. Gaines, who joined the Great National Life Insurance Company last October as agency director, has been advanced to vice president and agency director. A graduate of Wabash College, Mr. Gaines has been in the life insurance business seven years and was formerly associate director of the Institute of Insurance Marketing at Southern Methodist University.

New district representative at Dallas for the Penetone Company is **WALTER M. ENGEL**.

New boys' secretary of the Oak Cliff branch of the Young Men's Christian Association is **PAUL PEARSON**, graduate of George Williams College.

**CLYDE G. HOOD** has resigned as assistant United States attorney at Dallas to enter the private practice of law, with offices in the Baptist Building.

**APPOINTMENT SERVICE**  
**R-1571 • R-4887**  
**REPUBLIC BARBER SHOP**

616 REP. BK. BG. J. N. WOOD, Mgr.

**A Personal Letter**  
**Gets Personal Attention**

The very finest in letter writing. Auto-Typed, Individually Written Letters. Accurate, Neat. No errors, erasures or strike-overs. Reasonable prices based on volume and quality. Let us quote you on quality personal letters.

*Saling*

**PERSONALIZED LETTER SERVICE**

2902 Brandon Street—DALLAS—Phone Yale 2-5566

*Employment Agency*



PRESENTING  
DALLAS'  
FINEST  
EMPLOYMENT  
SERVICE

CALL ★ OFFICE  
**R. 3426** ★ SALES  
★ TECHNICAL

Time Saved in Finding Right Employee  
With a Minimum of Interviews  
**NO CHARGE TO EMPLOYER**

**EVANS**

1714  
COMMERCE STREET

**EMPLOYMENT SERVICE**

**Sylvester's**

"The Prescription House for the Eye Physician"

*Dispensing Opticians*

308 MEDICAL ARTS BUILDING

DALLAS

PHONE C-6968

GEORGE VORBE, head of the geological department of the New Mexico School of Mines since 1942 and before that connected with the Stanolind Oil & Gas Company, has become associated with D. D. Feldman, Dallas independent oil operator, as chief geologist.

### Hudson & Hudson

Industrial and Business Properties  
Sales, Leases and Management  
1225 Mercantile Bank Building  
PHONE R-9349—DALLAS

Alex D. Hudson James S. Hudson  
Alex D. Hudson, Jr.

## SHEET METAL PRODUCTS

"TAILOR MADE" TO YOUR  
SPECIFICATIONS IN OUR  
COMPLETE PLANT



THE ABILITY to produce highly specialized sheet metal jobs is our business. Texas Sheet Metal provides for you one of the most complete sheet metal manufacturing plants in the south. We excell in such specialized jobs as:

- DUST COLLECTORS
- METAL PACKAGE CHUTES
- GEAR GUARDS
- SPECIAL METAL JOBS FOR PROCESSING EQUIPMENT

SHEET METAL CALL  
TEXAS D4-3941  
MFG. CO.  
**TEXAS**  
**SHEET METAL**  
**AND MANUFACTURING CO.**  
—DALLAS—



**2,774,271 Miles Without a Chargeable Accident.** These 19 drivers of the Ray Smith Transport Company have received special awards for safety achievement in driving their motor transports over Texas highways without a chargeable accident during a 12-month period. Including 10 who qualified for the second consecutive year, these drivers operated their trucks a combined distance of 2,774,271 miles without a chargeable accident during the two-year period. They are, left to right, front row, D. H. Gunn, G. A. Pipes, J. T. Burch, C. O. Allen, C. C. Dunwoody, W. J. Burns, J. L. Hawthorne, and Ford Edge; and, back row, B. W. Hood, A. L. Ayers, R. W. Smith, J. D. Starnes, E. E. Blackstone, H. G. McLeod, O. K. Gossett, J. R. Scott, W. C. Mason, R. R. Williams, and Bert Holcomb. Graded also for care of equipment, courtesy to customers and the motoring public, neatness in appearance, and general conduct, the drivers received cash bonuses, engraved wrist watches, and certificates of merit. In addition to drivers receiving special awards, the following in the Dallas office were given bonuses for outstanding service: John Copeland, terminal manager; Guy Raulston, dispatcher; Norman Heitz, mechanic; Maxine Henderson, clerk; and B. C. McKay, maintenance. Drivers R. V. Bucher, R. Gilbert, and W. P. Bates, Jr., also received bonuses.

DR. CHARLES L. BLOSS has been installed as president of the East Dallas Lions' Club, succeeding LEWIS N. PAYNE. Other officers are DR. A. C. HENRY, LAMAR HOLLEY, and FRED A. LENZEN, JR., vice presidents; LOGAN W. MAYO, secretary-treasurer; A. Z. HILL, lion tamer; and HENRY BELL, tailtwister. New directors include BILLIE C. WESTBROOK, LEE SHOPTAW, CHARLES B. SMITH, and CHARLES BELL.

J. J. MULLANEY has joined Underwood Corporation, 1807 Commerce Street, as accounting machine salesman.

## Sound Equipment

PUBLIC ADDRESS

INTER-COMMUNICATION EQUIPMENT  
AUTOMATIC TELEPHONE SYSTEMS

Dealer for  
THE FAMOUS MOTOROLA LOW-PRICED  
TELEVISION

**C H A N D L E R**  
**SOUND EQUIPMENT CO.**

2913 Gaston

T-9929

## MORTGAGE LOANS

COMMERCIAL AND INDUSTRIAL  
BUILDING LOANS  
RESIDENTIAL, CONVENTIONAL,  
F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR  
REPAIR—BEST INTEREST RATES



Loans approved from plans and  
Specifications on proposed buildings.

**SOUTHERN TRUST  
& MORTGAGE CO.**

"Established 1924"

Approved FHA Mortgages

F. M. LOVE, Pres. AUBREY M. COSTA, Vice-Pres.  
1302 Main Street Phone R-6551

INSPECTIONS, COMMITMENTS on CONVENTIONAL  
LOANS IN 24 HOURS



**Mechanical Superintendent.** W. F. Kascal, who since 1947 has been superintendent of motive power at Denver for the Colorado & Southern Railroad, affiliate of the Burlington Lines, has assumed his new duties as mechanical superintendent of the Texas & Pacific Railway, succeeding L. E. Dix, who retired recently. Mr. Kascal, who began his railroad career as a machinist's apprentice for the Chicago & North Western Railway System in 1916, transferred to the Burlington at Brookfield, Mo., four years later. With the Burlington or one of its subsidiary lines from then on, he served as round-house foreman and general foreman and became master mechanic for the Colorado & Southern in 1943.



**Business Manager.** Walter E. Duke has become business manager of Advertising Associates, Southland Life Building. A veteran of World War II, Mr. Duke has been a finance officer with the Veterans' Administration since his return from military service.

R. G. STOREY, dean of the law school of Southern Methodist University, has been appointed attorney for S. M. U.

Reelected president of the Dallas Grand Opera Association is ARTHUR L. KRAMER, whose fellow officers for the 1949-50 season are W. J. BROWN, W. L. PREHN, and E. P. SIMMONS, vice presidents; FRED F. FLORENCE, treasurer; and HENRI L. BROMBERG, JR., secretary. New members of the

board of directors are JOHN LEDDY JONES and ARTHUR L. KRAMER, JR.

MISS ELINOR JOHNSON, who this year received her degree in music education from the University of Texas, has been named musical director of Preston Hollow Country Club.

### CHAPPELL, STOKES AND BRENNEKE

#### CONSULTING ENGINEERS

INDUSTRIAL PLANTS • MUNICIPAL IMPROVEMENTS • STRUCTURAL DESIGNS  
312 BURT BUILDING — DALLAS — CENTRAL-5185

## The Executor of Your Estate Should Be An *Authority* On:

- Tax Regulation
- Property Management
- Trust Accounting
- Other phases of estate administration

Managing your estate for the benefit of your family's future security is the sole business of our Trust Officers. *Permanently responsible for administration is the Board of Directors of this bank.*

Counsel with our trained and experienced Trust Officers costs you nothing. *The only compensation we charge is for our service as executor or trustee.*

May we suggest a conference at your earliest convenience?

TRUST DEPARTMENT

*The* **Dallas National Bank**

*"Oldest Trust Department in Dallas"*



HOWARD W. DUNHAM, Dallas realtor, has been awarded the professional designation of M.A.I. by the American Institute of Real Estate Appraisers of the National Association of Real Estate Boards.

**S. J. NADEL, CLU.**  
AND ASSOCIATES  
Life Insurance Counselors  
2006 Tower Petroleum Building  
Telephone R-3083

*Salter*  
*Employment*  
*Service*  
PHONE  
**P7-3551**

We specialize in office, sales and technical positions—

**No Cost to Employer!**

Mrs. Juanita Salter  
Owner and Manager  
Suite 501-3, Irwin-Keasler Bldg.  
Dallas, Texas

**FORD SERVICE**  
**At Its**  
**VERY BEST**

Bring your car to us for service and repairs . . . you'll always RIDOUT with SATISFACTION.



Everything for Your Ford

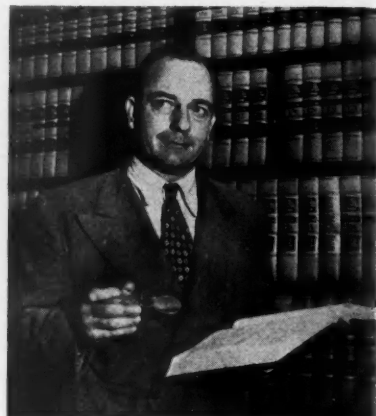
**Ridout**  
AUTHORIZED SALES & SERVICE  
**Motors, Inc.**  
DRIVE-IN FOR SERVICE • RIDOUT WITH SATISFACTION

2211 Pacific Avenue R-5055



**Account Executive.** Raymond W. Foy, formerly sales and research manager of "The Dallas Morning News," has joined the Ratcliffe Advertising Agency as account executive. Mr. Foy, who began his advertising career as a salesman for the News, later served the General Motors Corporation successively as Southwest regional advertising manager, assistant zone manager, organization manager, and regional sales manager, and then rejoined the News, serving as local advertising director before becoming sales and market research manager.

O. E. LITTLETON, Atlantic Refining Company, has been elected president of the newly formed Dallas Chapter of the Institute of Internal Auditors. Other officers are R. E. DICKSON, Oil Well Supply Company, vice president; H. H. BOYER, Sun Oil Company, secretary-treasurer; and NED FULLER, Ford Motor Company, governor.



**New Dallas Judge.** William M. Taylor, Jr., was named by the late Governor Beauford H. Jester as judge of Dallas' newly established 134th District Court. A graduate of Southern Methodist University and the S.M.U. Law School, Mr. Taylor began the practice of civil law in 1932 in the office of his father. He became assistant district attorney in 1933, was named assistant city attorney in 1936, and then joined the law firm of Burford, Ryburn, Hincks & Ford in 1938. He is currently associated with the firm of Strasburger, Price, Holland, Kelton & Miller, Gulf States Building.

C. M. DUER, who has been marine special agent in Dallas for the American Insurance Company and affiliates, has been advanced to special agent for Northeast Texas for the American group, with his headquarters continuing in the Gulf States Building.

**LANDAUER and GUERRERO**  
CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing  
Design and Supervision

4801 Lemmon Avenue

J-8-9562

for that "new look" in  
advertising displays  
and modern decor

**PHOTO MURALS**

**Brewer Studio**  
PHOTOGRAPHERS

4151 Commerce

Phone T7-7477



**District Manager.** Edward H. Graves has been transferred to Dallas as Southwestern district manager for Lady Esther, Ltd. He has assumed charge of a larger territory after service as district manager at Meridian, Miss., for five Southern states.



**Assistant Vice President.** John W. Stovall, who has served as assistant cashier in the time credit department of the Republic National Bank since 1947, has been elected assistant vice president. Mr. Stovall joined Republic after his graduation from Texas A. & M. College and has served in various departments.

New president of the Cosmopolitan Club of Dallas is JACK W. WILKES, successor to EDWARD S. BRIDGES, who has become chairman of the board of managers. Other officers are JACK E. O'RORKE, vice president; W. J. STEVENSON, JR., secretary; DAVID WALLACE, treasurer; and ROBERT W. GRUBBE, Sergeant-at-arms.

New manager of the Hardy Shoe Store at 2100 Elm Street is FRANK BLACKBOURN, who has been with the Hardy chain for 10 years.

DALLAS • AUGUST, 1949



**Supervisor for Texas.** Warren L. Gravely, who since 1947 has been assistant secretary of the Home Insurance Company of New York, has been elected secretary of the company with supervision over operations in Texas. Mr. Gravely, who has headquarters in 411 Great National Life Building, began his insurance career with the Home and served as state agent in Texas until he was transferred in 1945 to Richmond, Va., as state agent.

D. A. HULCY, president of the Dallas Chamber of Commerce, has been re-appointed chairman of the natural resources committee of the Chamber of Commerce of the United States.

LYLE W. GRAHAM of Dallas has been reelected president of the Texas Association of Letter Carriers.

**Robert D. Goodwin**

ARCHITECT  
TELEPHONE LAKESIDE-5759  
4801 Lemmon Dallas, Texas

PHOTOSTAT PRINTS

Southwestern Blue Print Co.  
1801 Commerce Street Phone C-8084

FOR  
Valuation and Appraisal Reports  
C. V. FLETCHER  
Formerly with Reconstruction Finance Corp.  
615 Southland Life Bldg. Dallas, Texas  
Telephone R-2398

SINCE 1885 ...



*A symbol of excellence and a standard of quality in Dallas and throughout the Southwest . . . a modern advertising and newspaper typographic service plus STADEEP Direct Pressure mats and stereotypes. Call Central 4535 for fast, quality service. We will meet your deadline!*

**WESTERN NEWSPAPER UNION** in Dallas  
CENTRAL 4535 406 SOUTH AKARD STREET

The only strings to this deal  
are the ones we put on our  
aprons for you.

(Are you getting your money's worth?)

**OLYMPIA**  
LINEN AND TOWEL SUPPLY SERVICE  
T 3 - 1 4 6 0



# Texas Funeral Homes Are turning to practical Servel *All-Year* Gas Air Conditioning!

More and more Texas Funeral Homes are installing the air conditioning unit that provides both summer cooling and winter heating—Servel *All-Year* Gas Air Conditioning.

One unit doing an all-year job is a saving in itself. However, Servel's everyday economy is created by its unequaled low-cost operation.

Visitors to the chapel are kept comfortable at all times and funeral home furnishings are protected by Servel's performance. The air is humidified or dehumidified as needed. Dust and irritating pollen are removed from the air.

The Servel unit features quiet operation. There are no moving parts in its refrigeration system to make noise or wear out.

Owners of Servel *All-Year* Gas Air Conditioning are protected by a five-year guarantee and Lone Star Gas Company's service plan. Installations are planned in Lone Star's air conditioning engineering department—the largest in the Southwest.

Servel *All-Year* Gas Air Conditioning, installed and serviced by Lone Star Gas Company, is the most practical air conditioning choice a funeral home could make. It's no wonder that more and more Texas Funeral Homes are being added to the list of Servel owners!

## Only Servel offers all these advantages:

**EFFICIENT COOLING** even on hottest days.

**POSITIVE DEHUMIDIFICATION**—removal of sticky, wilting humidity.

**FINGERTIP CONTROL** to bring instant warmth or instant cooling.

**CONTINUOUS, QUIET OPERATION.**

**FILTER-CLEANED AIR**, free from dust, dirt, and irritating pollens.

**ECONOMICAL GAS OPERATION.**

**NO MOVING PARTS** in cooling system to wear or to make noise.

**5-YEAR WARRANTY.**



## LONE STAR GAS COMPANY



Anderson-Clayton Bros. Funeral Home  
Terrell



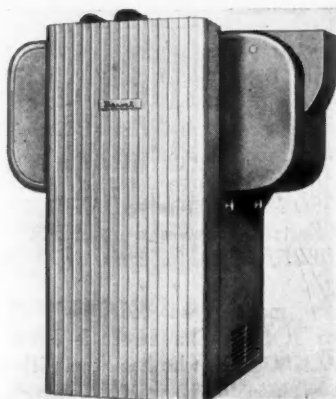
Webb Funeral Home  
Gatesville



Weathersbee Funeral Home  
Rotan



Frederick Funeral Home  
Georgetown





# Henry S. Miller New President Of Dallas Red Cross Chapter



HENRY S. MILLER

THE Dallas County Chapter of the American Red Cross, which last month formally dedicated its new headquarters building at 2300 McKinney Avenue, will be headed during the ensuing year by Henry S. Miller, who has been moved up from vice president to succeed Ballard Burgher as president.

C. A. Tatum has been named vice president. Jack C. Burleson and Tom McHale, advertising manager of DALLAS, have been reelected treasurer and secretary respectively. Sixteen directors named for three-year terms are Jack Wahlquist, Mrs. James F. Chambers, Jr., C. Harold Bridges, W. W. Overton, Jr., Ray E. Hubbard, William R. Moore, DeWitt Ray, James Ralph Wood, Allen Merriam, J. B. O'Hara, B. F. McLain, J. Lewell Lafferty, Henry Lambert, all of

Dallas; Cecil Williams, Garland; C. R. Sargent, Grand Prairie; and Hans Smith, Irving.

On hand to help dedicate the new modernistic chapter house was James T. Nicholson, executive vice president and general manager of the American Red Cross, Washington, who pointed out before the outdoor ceremonies that the Red Cross has spent approximately \$3,500,000 in Texas during the last two years as compared with \$2,500,000 received in donations from Texas citizens.

The new two-story-and-basement chapter building, with exterior walls of shell-stone, is located on the site of the old Keating home. The land given to the Red Cross in 1943 by the late Edward Titche was expanded by property in the rear donated in 1944 by John Genaro. Con-

taining a total of 15,374 square feet of floor area, the new air-conditioned Dallas home of the Red Cross provides space for the chapter's general offices, an 11-office interviewing section, a kitchen, an auditorium-dining room, a board of directors' room, class rooms, and other facilities.



**Rejoins Reynolds-Penland.** J. Gordon Perry, who was one of the original employees of Reynolds-Penland Company when the firm was formed more than 20 years ago, has returned to Reynolds-Penland as men's furnishings manager and buyer. Since his first association with Reynolds-Penland, he has served men's wears stores in Dallas and California, and most recently has been associated with James K. Wilson Company.

**BASS G. STOKES**, formerly assistant to the president of Southern Aircraft Company, has joined the Newman E. Long agency at Dallas of the Provident Mutual Life Insurance Company and will serve as specialist in business life insurance and estate planning in the North Texas area.

**LLOYD HANSARD**, veteran East Texas automobile dealer, has been named general manager of Moore Hudson Company, new car firm at 400 West Davis Street.

A new member of the insurance firm of Kirkpatrick-Thompson Company in the Praetorian Building is R. W. (BOB) THOMPSON, JR.

Formerly an assistant United States attorney at Dallas, **WILLIAM P. FONVILLE** has begun the private practice of law, with offices in the Mercantile Bank Building.

**DR. MARY LOU LOGAN** of Dallas has been named first vice president of the Axis Sorority of the American Osteopathic Association.

Bring Your Eye Physician's Prescription to Us for A-1 Quality Lenses

**STYLE — STRENGTH — COMFORT**

The smartest things in eyewear, combined with strength and comfort, give you visual satisfaction. Your Eye Physician's prescription deserves the best—and so do your eyes.

**THOMAS Optical COMPANY**

Successor to Walstrom Optical Company

D. Martin Thomas      Ground Floor      •      Medical Arts Bldg., Dallas

**HUNTER-HAYES CO.**

**ELEVATORS**

**Commercial and Residence**

**Installation - Service - Repairs**

DALLAS      HOUSTON      SAN ANTONIO

## The March of Industry

### Second Branch Store Opened By Volk Brothers Company

**V**OLK'S LIVE OAK—the second of Volk Brothers Company's suburban branch stores—was opened this month in a unique building that blends beauty, convenience, and functionalism.

Erected on a triangular tract where Live Oak, La Vista, and Skillman Streets meet, the structure of modified Swedish modern design provides 23,000 square feet of floor space. Its exterior is of Austin shell stone. Above the main entrance on Live Oak, large windows extend to the roof. A California redwood stained marquee filled with growing plants, extends over the entrance and on both sides.

Large windows dropping to the sidewalk flank the entrance on both sides, with smaller shadow-box type continuing around the building. There are large windows containing displays at the corners of the triangle.

Interior features of the new store include an air-conditioned, glassed-in bird cage containing parakeets and lovebirds; a children's motion picture theater, with adjoining soft-drink bar, which seats 50 persons and will be available also for meetings of women's groups; and a fish pond.

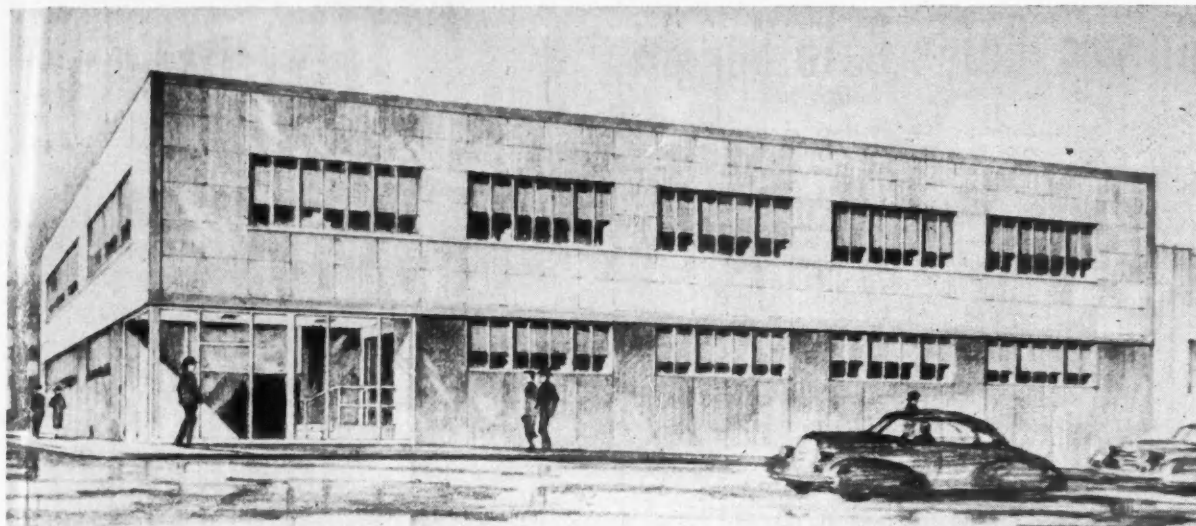
The departments of Volk's Live Oak

include a women's shoe salon, sunk below the general floor level, above which is a balcony lounge; a children's shoe department, decorated with wallpaper of juvenile designs; teen-age sportswear department, teen-age dress shop, little girls' section, lingerie section, women's sportswear department, women's ready-to-wear salon, a fur salon, millinery department, men's furnishings department, and men's shoe section.

The color scheme of the new store includes a sidewalk bounding the building of green cement and brick. Space devoted to automobile parking on all three sides of the building makes it possible for customers to park close to the entrance. Recessed murals in the women's casual shoe

**MAIN ENTRANCE** to Volk's Live Oak, second suburban branch store to be opened by Volk Brothers Company, is pictured at bottom. In photo at left, below, Mrs. Marguerite Lewis, manager of the children's apparel section, a new department at Volk's Live Oak, is pictured at right, discussing new merchandise with her assistant, Mrs. Louise Orrill, left. Shown in photo at right, below, are Basil D. Abney, left, manager of the new branch store, and Raymond Humphries, right, assistant store manager.





**New Lone Star Gas Building.** Now under construction at Park and Wood Streets is a two-story, \$140,000 building which will house a newly created exploration and gas supply department of the Lone Star Gas Company. Pictured above is Architect Mark Lemmon's concept of how the structure will look when completed about January 15. Fronting 90 feet on Wood, the building will have an exterior of pink granite and shellstone, with limestone trim; will have a reception room,

10 offices and a vault on the first floor; will house 13 offices on the second floor; and will be equipped with all-weather air conditioning. General contractor is the firm of Carpenter Brothers. E. A. Brown is manager of the new department which has been set up to coordinate the operations of the land, geological, and production departments. Offices of the exploration and gas supply departments are now housed in the two general office buildings of Lone Star Gas.

department are the work of a Dallas artist, Burnette Thompson.

Walter W. Ahlschlager was the architect for the structure which has been air-conditioned throughout and has a combination of fluorescent and incandescent lighting. A. J. Rife Construction Company was the general contractor.

Manager of the new Volk's Live Oak is Basil D. Abney, a 25-year veteran employee of Volk Brothers Company. Raymond Humphries is assistant manager. Other executives include Raymond Gar-

**FIRST CUSTOMERS** on opening day at Volk's Live Oak included Mrs. Bunny Hoard, who is pictured at right being shown a new fall dress by Raymond Garfield, manager of the apparel division of Volk's new suburban branch store.



field, apparel manager; Mrs. Marguerite Lewis, children's apparel manager, and Mrs. Louise Orrill, assistant manager of the children's apparel division. Fletcher L. Weaver is buyer of the men's furnishings department of both the downtown store and the new suburban branch. T. V. Guthrie has been named buyer of women's shoes for all Volk stores.

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# Buyers' Guide Data Sought

For the convenience of Dallas County manufacturers and wholesalers who may have missed receiving a questionnaire mailed out for supplying information for the 1950 edition of "Key to Buying in Dallas," now being compiled, DALLAS reproduces below an information form to be filled out and returned to the Dallas Chamber of Commerce. Every Dallas County manufacturer, wholesaler, distributor, and the like will receive a classified and an alphabetical listing free. Additional listings of goods and services are \$2 each.

## Information Form

For Listings of Goods and Services in the 1950 Edition of

### Key to Buying in Dallas

Published by the Dallas Manufacturers' and Wholesalers' Association and the Dallas Chamber of Commerce  
1101 Commerce Street, Dallas 2, Texas

Name of Company or Individual \_\_\_\_\_

Street Address in Dallas County \_\_\_\_\_

City \_\_\_\_\_ P. O. Box No. \_\_\_\_\_

Postal Zone No. \_\_\_\_\_ Telephone No. \_\_\_\_\_

Year you began operating in Dallas County \_\_\_\_\_

Number of employees (in Dallas County only) \_\_\_\_\_

Name and title of principal officer in Dallas County \_\_\_\_\_

Primary area of distribution of your products and/or services (Check one only):

- |   |  |
|---|--|
| <input type="checkbox"/> Dallas County    | <input type="checkbox"/> Texas and Adjacent States |
| <input type="checkbox"/> Several Counties | <input type="checkbox"/> National                  |
| <input type="checkbox"/> State of Texas   | <input type="checkbox"/> International             |

Home Office Address \_\_\_\_\_

Principal Home Office Executive \_\_\_\_\_

Principal item sold or manufactured (List only one) \_\_\_\_\_

Trade or brand name of this item \_\_\_\_\_

Please indicate the functions of your business in Dallas County by checking below the classifications that apply:

- ☐ Manufacturer, Fabricator, or Processor—a firm having a plant in Dallas County for the production of merchandise, materials, and/or equipment for final use or fabrication by others.  
Is this a branch plant? ☐ Yes. ☐ No.
- ☐ Wholesaler or Jobber—maintains stocks of merchandise in Dallas; may or may not have a fixed territory.
- ☐ Distributor—distributes merchandise in a fixed territory; may or may not maintain stocks in Dallas.
- ☐ Manufacturer's Sales Branch—a distributing unit owned and operated by a manufacturer located outside Dallas County. Stocks for immediate delivery are stored in the Dallas area.
- ☐ Manufacturer's Sales Office—a sales office operated in Dallas by a manufacturer located outside Dallas County. Deliveries are made from a factory or warehouse outside the Dallas area.
- ☐ Manufacturers' Agent—a sales representative who does not take title to goods but represents one or more firms.  
Do you have a display room in Dallas? ☐ Yes. ☐ No.
- ☐ Factory Representative—represents one company exclusively in the Dallas area.
- ☐ Retailer.

Other types (specify) \_\_\_\_\_

Please have a representative see me about additional listings of products and/or services (check) \_\_\_\_\_

Signed \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_



**Hotel Lawrence Interiors.** The new Hotel Lawrence (formerly the Scott) at Houston and Jackson Streets has completed its remodeling and redecorating program, making available 153 first-class hotel rooms to Dallas' visitors. Shown above are two of the Lawrence's typical rooms: Redecorated single-guest room, top, and the living room of a small suite, bottom.

## Republic National Buys Alliance Life of Chicago

**P**URCHASE of all capital stock of the Alliance Life Insurance Company of Chicago has been made by the Republic National Life Insurance Company of Dallas, which has reinsured the Alliance Life business.

As the continuing company, Republic National Life now has more than \$275,000,000 of life insurance in force, in excess of \$45,000,000 of assets, and more than \$7,000,000 annual income from its life, health, accident, and group business. By the terms of the reinsurance agreement, Republic National has taken over all assets of Alliance Life and assumed all liabilities to its policyowners. A number of Alliance Life officers and employees will continue with the Republic National.

An expanded program of development in connection with Republic National's reinsurance activities is planned, said Theo P. Beasley, president of Republic. The company will also extend its operations into 11 more states. Purchase of the Alliance by Mr. Beasley and his associates now ranks the Republic National among the top 90 out of some 500 such companies in the United States, as regards life insurance in force. Mr. Beasley and his associates purchased the Republic in 1937, when it had less than \$1,000,000 of assets and only \$10,000,000 of life insurance in force.

## Southern Union Absorbs Texas Public Service

**A**PPROVED by the required two-thirds majority of stockholders, merger of the Texas Public Service Company into the Southern Union Gas Company of Dallas has become effective. With home office in the Burt Building, the enlarged Southern Union now has assets exceeding \$40,000,000, employs more than 1,000 workers, and serves more than 160,000 customers in 41 towns in Texas, New Mexico, and Colorado.

C. H. Zachry continues as president of the combined companies. William Lawlor, Jr., who had served as vice president



WILLIAM LAWLOR, JR.

of Texas Public Service, has been elected a vice president of Southern Union and will supervise operations for nine cities



C. H. ZACHRY

in Southern Union's new South Texas district formerly served out of Austin by Texas Public Service.

**Philipson's Expansion.** Enlarged departments for all of its present lines are being provided by Philipson's Women's & Misses' Wear by a remodeling and expansion program now under way at the store's quarters, Elm and St. Paul Streets. Additional space has been leased on the ground floor of the Tower Petroleum Building, which will give the store a frontage on Elm of some 60 feet. The remodeling will provide new interior and exterior installations including a new mezzanine floor and a new front of plate glass, marble, and aluminum providing additional window display space. George Dahl is the architect and W. Earl King

is the general contractor for the exterior work.

**Crazy Water Distributor.** Electrified Water Company, 1925 Cedar Springs Avenue, is the first exclusive territorial distributor to be appointed by the Crazy Water Company of Mineral Wells under a new marketing plan of expanding distribution through existing water companies. Electrified Water Company will be distributor for bottled natural Crazy Water and concentrated Crazy Water in a North Texas area including Dallas and 22 surrounding counties.

**Grand Prize Distributor.** Grand Prize Distributors, headed by Leo V. Ryan, has been named distributor for the Gulf Brewing Company, maker of Grand Prize beer. Mr. Ryan, who formerly served as Grand Prize distributor from 1934 to 1938, has his firm's headquarters temporarily at 607 North Oakland Avenue.



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GERALD L. CLORE, executive director of the Goodwill Industries of Dallas, has assumed additional duties as special assistant to P. J. Trevethan of Milwaukee, national executive officer of the Goodwill organization.

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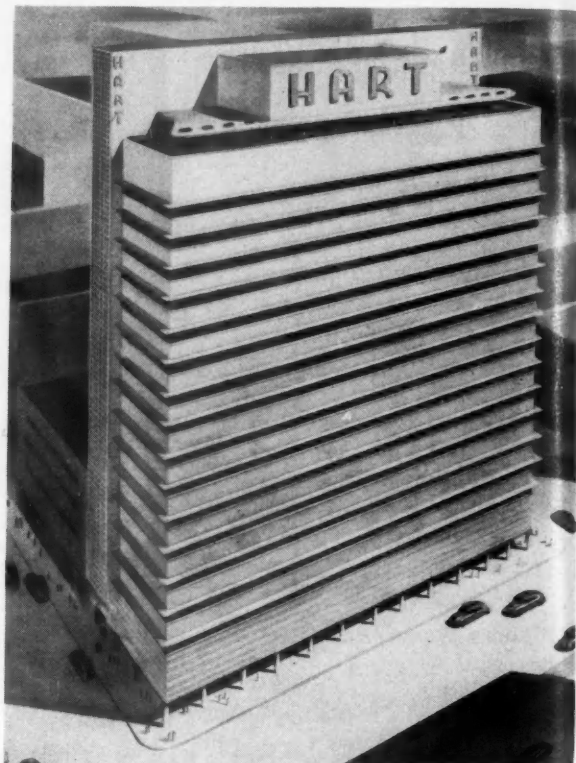
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# Sixteen-Story Office Building Is Planned By Hart Investment

**A** NEW 16-story, \$3,000,000 office building to be erected on the east side of the middle, or Preston Street, leg of Central Expressway, between Main and Elm Streets, is being planned by the T. F. Hart Investment Company. How the proposed modernistic structure will look is pictured in the architect's drawing.

The plans call for a building of structural steel and Haydite construction, with overhangs for each floor. The structure will have a penthouse and will be completely air conditioned. Proposed facilities also include a community board room for use by small business firms which do not have their own directors' rooms and an exercise room for businessmen. Planned also is a parking building immediately behind the office building, with ramps leading from various levels to various floors of the office structure.

The project is still in the formative stage as regards details of financing, date of construction, and final plans for the interior, said L. A. Hart, president of the T. F. Hart Investment Company. George Dahl is the architect.



**Central Pharmaceuticals.** The newly formed Central Pharmaceuticals, Inc., of Texas, 2621 Oak Lawn Avenue, has been appointed exclusive distributor in Texas for the Central Pharmacal Company of Seymour, Ind. President of the new distributorship is Jack R. Alexander, also head of Texas Hospital and Surgical Supply Company.

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# Sale of Reserve Loan Life To Southland Is Announced

The Southland Life Insurance Company of Dallas has purchased all the capital stock of the Reserve Loan Life Insurance Company, also of Dallas, which has more than \$150,000,000 of life insurance in force and some \$22,000,000 of assets.

B. H. (Hick) Majors, president of Reserve Loan Life, has been elected a director of Southland Life and will now devote most of his time to the real estate and investment business.

Physical combination of the two companies will be effected at a date yet to be determined and the home office will remain in Dallas, said W. C. McCord, president of Southland Life. When the consolidation is completed, the combined companies will be known as the Southland Life Insurance Company, which will then have about \$450,000,000 of life insurance in force and more than \$90,000,000 of assets. Reserve Loan Life was organized in 1897 and Southland Life in 1908.

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## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firm is interested in representing a Dallas firm in its territory:

**The Roger Company**, 2000-2010 Medicine Lake Boulevard, Minneapolis, Minn., a sales organization in 28 states dealing directly with dealers, wishes to add additional products which will successfully fit into the firm's lumber and hardware sales program.

The following individuals and firms are seeking representation in Dallas and vicinity:

**E. B. Wiggins Oil Tool Company**, 3424 East Olympic Boulevard, Los Angeles 23, Calif., manufacturer and distributor of quick-disconnect couplings, is seeking an individual or company to service the firm's accounts, develop new business, and generally represent the firm's interests in Dallas.

**Susan Lee**, 280 Vreeland Avenue, Paterson 3, N. J., wishes to contact jobbers of stationery items and jobbers to beauty salons in Texas and neighboring states.

**S. L. Gilbert Company**, 9 East 38th Street, New York 16, N. Y., men's hosiery manufacturer, is seeking a representative for the states of Texas, Oklahoma, Arkansas, and Louisiana.

**Dorby Company**, Chicago 54, Ill., infra-red cooker manufacturer, wishes to appoint a Dallas sales representative.

**Alaska Home Products**, P. O. Box 518, Anchorage, Alaska, processor of kippered and Indian smoked salmon, is seeking a Dallas distributor.

**Allied Finishing Specialties Company**, 2601-75 Grand Avenue, Chicago 12, Ill., manufacturer of industrial finishes, is seeking a Dallas representative on a commission basis.

**Hydrocarb Corporation**, 545 North Arlington Avenue, East Orange, N. J., is seeking barber and beauty supply jobbers interested in a franchise.

**William F. Cox**, Box 571, Ash Fork, Ariz., is seeking a building material supply firm interested in handling Arizona flagstone or building stone.

**Hinekley Technical Associates**, 299 Marginal Street, East Boston 28, Mass., is seeking a sales agency in the Dallas area to handle a line of rotary pumps.

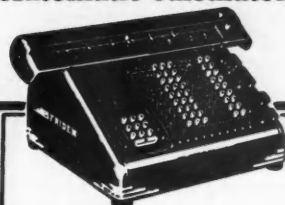
**Sandaire Manufacturing Company**, 1241 Temple Street, Los Angeles 26, Calif., manufacturer of portable sandblasting machines, wishes to establish an exclusive distributorship in the Dallas area.

**Ernest Marley & Associates**, 445 East Gregory Street, Kansas City 5, Mo., factory representatives and distributors of premiums, wish to represent lines to be sold to candy, tobacco, sundry, and novelty jobbers in the Middle West.

Formerly with Westinghouse Electric International Company, **GEORGE A. HALL** has been named contract sales representative for Texas Engineering & Manufacturing Company.

**DON R. FORD**, formerly Southern division superintendent at Houston, has been advanced to assistant manager of Magnolia Pipe Line Company, Dallas.

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**New Vice President.** John Crossley, manager of the Dallas office of the Roy Jacobs Company since it was established a year ago, has been elected a vice president of the firm. Mr. Crossley joined the Roy Jacobs Company, distributor of wallpaper, after he returned in 1946 from Army service. He entered the wallpaper business in the East in 1937.



**General Manager.** Homer S. Magness, who has been in the tire and automotive parts business for 23 years, has returned to Dallas as general manager of the Wholesale Parts Company, 717 East Ninth Street. Mr. Magness, who formerly operated his own tire company in Dallas and also served as factory representative for several rubber companies, has most recently been in the wholesale accessory business in Lubbock.

THOMAS E. CONLEY, JR., who has been with American Airlines for 10 years, most recently as assistant supervisor of ramp service in American's general headquarters in New York, has been appointed supervisor of ramp service at Dallas.

## Foreign Trade Inquiries

**EDITOR'S NOTE:** Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

4958/TEIM. **Mexico.** Mexico City firm has for export peas, rice, lentils, dry chili, canned fish, preserved fruits in season, lead ingots, tin and copper in ingots, bees wax, paraffin, resin, oil of turpentine, tar, hard vegetable fiber, sea salt, animal oils, mineral sulphates, and charcoal.

4978/BVC. **England.** London manufacturer wishes to appoint a Southwest distributor for his line of smoking pipes.

4978/SCTB. **Belgium.** Brussels firm wishes to export iron and steel products, various non-ferrous metals and products, chemicals, textile machines and accessories, and foodstuffs.

4698/CC. **Brazil.** Rio de Janeiro concern wants to contact firms interested in importing oilseeds, timber and lumber, castor oil, pyrethrum, cocoa sub-products, and sisal fiber.

4968/JS. **Mexico.** Mexico City firm has for export silver goods and jewelry, hand carved leather goods, and hand embroidered blouses.

4958/NRofM. **San Antonio.** National Railways of Mexico wish to pur-

chase precision tools of various kinds and steel tape.

49628/RV. **Puerto Rico.** Mayaguez firm wishes to represent concerns interested in exporting provisions; such as, meat, salami, sausage, beans, rice, butter, cheese, and ham.

4958/PIE. **Philippine Islands.** Manila firm wants to represent manufacturers of textiles, leather goods, builders' hardware, heavy chemicals, and industrial chemicals.

4978/CGofB. **Belgium.** St. Nicholas-Waes manufacturer has for export cotton and woolen rugs, and upholstering materials.

4968/D. **Japan.** Kobe firm wishes to export Japanese willow creels and bamboo ware.

4948/CICE. **Italy.** Genova exporter wishes to sell machinery, foodstuffs, and textiles.

4978/CofS. **Switzerland.** Manufacturers have for export food specialties, highly processed and finished textiles and fashion goods, high quality mechanical and electrical machinery and apparatus, watches, mechanical instruments, tools, chemicals, and pharmaceutical products.

Formerly a foreman, W. J. CONNELL has been advanced to production manager of the aircraft shop of Southwest Airmotive Company, Love Field.

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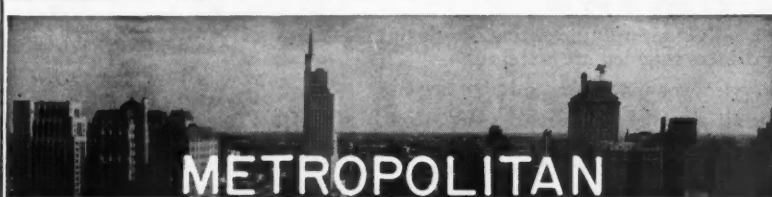
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## Dale Miller

(Continued from Page 7)

"strike a blow for liberty." Whereas the cocktail party in most cities is a social affair, in Washington it is veritable institution, and it serves a useful purpose. It is the vortex into which spirals the news, rumors, speculations, and prophecies of Washington's tempestuous political life. It is the melting pot of opinions, philosophies, and ideologies. It is the escape valve for the pent-up pressures and excitements of the busiest of world capitals. And it is also a place, on these hot summer days, to get a mint julep or a horse's neck.

Things wouldn't be so bad during these muggy months if it weren't for the tourists, swarms of them, myriad thousands every day. Not that the denizens of the town don't like tourists, for Washington is a hospitable city, but there is something unnerving in the spectacle of the tourists grimly ignoring the weather, intent on seeing everything, crowded in sightseeing buses or climbing the Washington Monument, unharried and unhurried. Old-timers in Washington regard such antics as an irreverent performance, exhibiting too little respect for the enervating humidity in which they take at least a conversational pride. But it is all

a part of Washington—all a part of this unique and intriguing city, and its panoramic scene of summer.

## Loretta Hawkins

(Continued from Page 10)

McFarlin Auditorium, then the two dormitories for women, Hyer Hall, Fondren Library, the first floor of Perkins Hall, and the first unit of the Engineering Building and steam plant were built during Dr. Seecman's administration. Since Dr. Lee's assumption of the presidency, an even greater building program has been undertaken, including Joe Perkins Gymnasium, Athlete's Memorial Dormitory, Engineering Shop Building, Caruth Engineering Hall, second and third floors and basement for Perkins Hall, Fondren Science Hall, and a six-building Perkins Theology Quadrangle. Also during 1949, two buildings for the School of Law and a new dormitory for women students have been started. Many temporary buildings including a Students' Union Building have been placed on the beautifully landscaped campus to help take care of the tremendous enrollment the war years have brought.

"It is the hope and plan of Dr. Lee and the S.M.U. faculty to allow the school's enrollment to drop back to around 4,000 students once the GI and rehabilitation students have graduated," Mrs. Hawkins said. "S.M.U. should in the years to come continue to add to its physical plant and the endowment program, but the student body would have a far greater educational advantage if the present enrollment were cut 50 per cent. Today, all of the students are required to maintain a C average in order to remain in school. New students must have been in the upper half of their high school graduation class to enter, and if they were not in the upper quarter, they are required to stand rigid entrance examinations.

"This, for some reason, comes as a surprise to many Dallas families who assume that their children can go to S.M.U. since they live in Dallas. Most of the students do live here, but even so, a student must apply many months ahead and have very good grades in order to be accepted," Mrs. Hawkins said.

The cut-back program, which will come largely when the GI students have completed their studies, will also be inaugurated by setting even higher standards for enrollment and for stu-

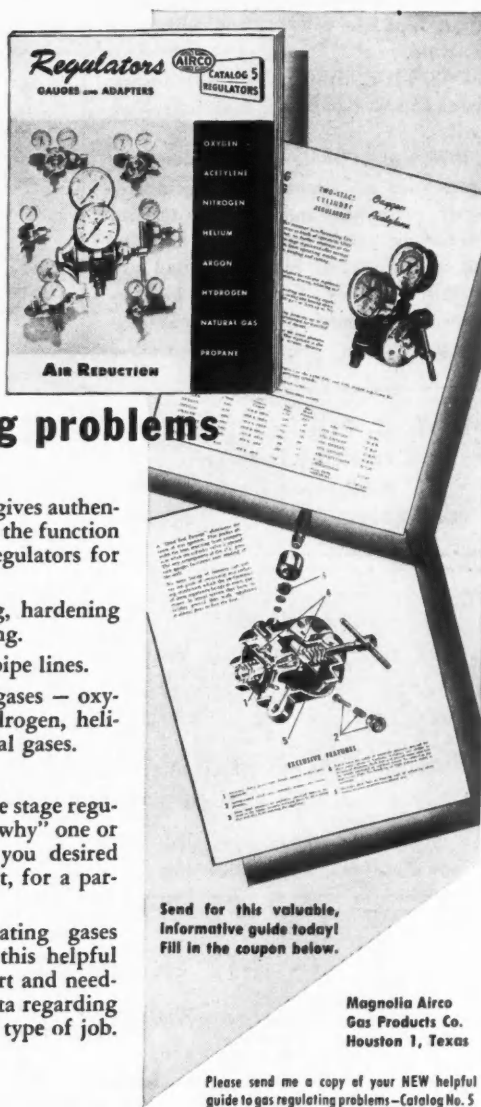
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dents already in school to maintain in order to remain in the school.

"Another step in making S.M.U. a school recognized for its quality is the careful selection of teachers," Mrs. Hawkins pointed out. "For example, Dr. W. W. Sweet, retired from the University of Chicago, will teach in the S.M.U. graduate history school. Adding to our list of professors such men as Dr. Sweet gives S.M.U. another claim to academic honors."

Mrs. Hawkins' work day includes many tasks, quite a few of which are what might be called "secret missions" to determine facts about some matter for Dr. Lee or members of the board of trustees. She might be sent to find out about prices of comparable furniture for a room in the Student Union Building. It might be to see plans for the interior decoration of an entire building. She takes some of Dr. Lee's dictation for letters, and she answers hundreds of inquiries that have been directed to his office. She arranges for luncheons for the trustees, committee meetings of the faculty, and special businessmen's luncheons that might include S.M.U. personnel or be to the school's interest. She supervises Dr. Lee's appointments, and this is no small task, since his prominence in Dallas for the past 25 years causes many people to wish an interview. Sometimes a person may come from out-of-town just to talk to him, and yet, because it might not have occurred to him to write ahead for an appointment, he just walks in a few hours before train time, expecting to see Dr. Lee. Then many religious personalities like to confer with him on various inter-religious projects. And certainly not to be overlooked is the vast student body and faculty at S.M.U., whose members have occasion to call on him.

Dr. Lee is a favorite lecturer, and Mrs. Hawkins helps him arrange his itinerary of speeches at schools, churches, and luncheon-business clubs. This frequently takes him away from the city which in turn causes even more detail problems to come to Mrs. Hawkins. Dr. Lee's sheer delight in writing has enabled him to turn out eight books, one of the best of which is "The Historic Church and Modern Pacifism," a dynamic book on religion's part during troubled times, published in 1943. Mrs. Hawkins has helped Dr. Lee get the manuscripts in order for publication.

"Work in Dr. Lee's office has been con-

siderably lightened," she said, "by the designation of Dr. Eugene B. Hawk as administrative vice president and dean of Perkins School of Theology and Dr. Hemphill M. Hosford as academic vice president and dean of the university. This enables Dr. Hawk to give more of his time to the financial matters of the school and Dr. Hosford to concern himself more definitely with academic problems. Since we have such a tremendous building program under way, T. C. Root has been appointed Dr. Lee's assistant in finance administration, and is handling the building program details."

Mrs. Hawkins feels that her greatest usefulness is in direct proportion to her ability to merge her duties and personality into the work of the school administration. She feels this to be particularly true in relation to her various contacts with representatives of the large and varied groups connected with and interested in the university's welfare. Some of these are the 49 members of the board of trustees, the 43 members of the advisory committee, the faculty and staff of 580, the student body of 10,425, and the 4,606 Methodist Church ministers in the south central jurisdiction in which S.M.U. is located.

That pleasant efficiency reigns in the administrative offices of S.M.U. is due largely to Mrs. Hawkins, who is called "Lady Hawkins" by those who work with her. They are alluding to her rather regal manner and her precise but unstilted diction. One person said, "Lady Haw-

kins' just sort of pops in your head when you meet her."

Mrs. Hawkins lives with her husband and their two children, Dallas and Betty, in their home at 3513 Greenbriar Lane. Dallas has just recently received his master of chemical engineering degree from the University of Michigan, and Betty will be a senior at Highland Park High School this year.

Whenever the family can all get together for a trip, they usually go to Colorado, New Mexico, or into Virginia and North Carolina. Mrs. Hawkins likes to travel in the United States, and has been several times to both the East and West coasts.

"Sometimes, however, I don't take enough time to go any farther away than Oklahoma," she said. "You know how work piles up when you are away."

Since she did not leave the office at all last summer, she hopes to have time this year to go deep into the Red River Valley in New Mexico.

"My work is a challenge," Mrs. Hawkins said, "for with every year, the school grows, and that renews my interest and faith in S.M.U. This school is making a wonderful contribution to the Southwest region not only by furnishing it with vocationally trained men and women, but also by adding to the educational and cultural life of all those who live in the area. I feel that all Dallas and all Texas, gain much from the association with a young, vigorously growing university."

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**DALLAS MAGAZINE**

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## BUSINESS CONFIDENCE Built on Years of Service

Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

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Manufacturers and Wholesale Distributors

**1872 DALLAS RAILWAY & TERMINAL CO.**

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**1872 SANGER BROS. DEP'T STORE**

In Dallas Since 1872  
In Texas Since 1857

**1875 FIRST NATIONAL BANK IN DALLAS**

Banking

**1876 TREZEVANT & COCHRAN**

Insurance General Agents

**1876 FAKES & COMPANY**

Home Furnishings

Established

**1885 MOSHER STEEL COMPANY**

Structural Reinforcing  
Steel and Machinery Repairs

**1889 J. W. LINDSLEY & COMPANY**

Real Estate, Insurance

**1890 WILLIAM S. HENSON, INC.**

Printing and Advertising

**1893 FLEMING & SONS, INC.**

Manufacturers—Paper and Paper Products

**1900 THE MURRAY CO. OF TEXAS, INC.**

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1900 JOHN DEERE FLOW CO.**

Agricultural Implements



World War I was beginning to have its far-reaching effect upon the cotton business when this group of office employees of The Murray Company was photographed back in 1915. Four years before the firm had acquired an Atlanta, Georgia, branch and was on its way toward expanding into an organization international in operation. Thirty-five years later The Murray Company, founded in 1900, has become a major factor in Dallas' position of leadership in the building of cotton gin machinery. Only three persons in the group pictured still remain with the firm—Miss Lena Seger, second from right, seated; William E. Kattler, purchasing agent, shown at right, back row, in front of the door; and J. Kirby McDonough, now president and general manager, pictured second from left, next to back row, in front of the window.

Established

**1903 REPUBLIC INSURANCE COMPANY**

Writing Fire, Tornado, Allied Lines and Inland Marine Insurance

**1903 FIRST TEX. CHEMICAL MFG. CO.**

Pharmaceutical Manufacturers

**1909 IDEAL LAUNDRY & DRY CLEANING CO.**

Laundry, Cleaning and Fur Storage

**1911 GRAHAM-BROWN SHOE COMPANY**

Manufacturing Wholesalers

Established

**1912 STEWART OFFICE SUPPLY COMPANY**

Stationers—Office Outfitters

**1913 BROWNING-FERRIS MACHINERY CO.**

Construction Equipment

**1914 TEXAS EMPLOYERS INSURANCE ASS'N**

Workmen's Compensation Insurance

**1916 CITY TRANSPORTATION COMPANY**

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**DALLAS POWER & LIGHT COMPANY**



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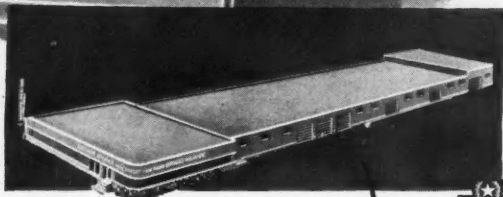
A new building, complete in detail and among the most modern in the region, arises as a fitting tribute to the founders of Briggs-Weaver, and to those people and employees whose vision and attitude have made Briggs-Weaver, "The House of Service." Since 1896, from a modest start with two carloads of merchandise,

Briggs-Weaver has maintained faith in the fabulous Southwest and her horizons.

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 Chain and Cable  
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 Hoists  
 Files  
 Oil Mill Machinery  
 Gas and Gasoline Engines  
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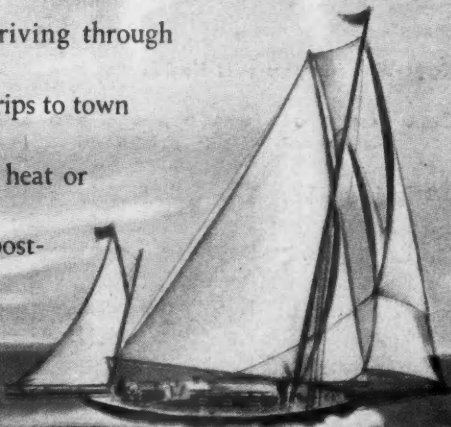
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waiting on banking hours. We pay the post-

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